

J. S. BRIGGS  
Adv Mgr  
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(9)  
Lawyers'

# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, OCTOBER 31, 1894.

No. 18.

## EXPERT INVESTIGATION.

Once a year for the past three years Mr. CHAS. H. FULLER, President of Chas. H. Fuller's Agency, Chicago, and Mr. B. M. HOLMAN, delegated from the Chicago Advertising Agency, of Lord & Thomas, have made a thorough, complete and exhaustive investigation of

## THE REPUBLIC'S

circulation records. Mr. FULLER and Mr. HOLMAN have special qualifications in this direction, as both have had practical experience in newspaper circulation work.

Read their report :

CHAS. W. KNAPP, General Manager,  
THE ST. LOUIS REPUBLIC, St. Louis, Mo. :

*My Dear Sir*—We take pleasure in submitting a detailed report of our recent investigation of the circulation of the **DAILY REPUBLIC** and **SUNDAY REPUBLIC** for the period of Six Months past, commencing with January 1, 1894, and closing with June 30, 1894. We carefully examined the books and vouchers and found a very admirable system in use in your office. We had access to everything necessary to verify our figures and find that the totals for each month were as follows :

Month, 1894.	Gross.	Deduction.	Net.	Daily Average.
January.....	1,764,055	123,397	1,640,658	52,924
February.....	1,575,805	112,270	1,463,535	52,269
March.....	1,753,420	119,404	1,634,016	52,710
April.....	1,760,360	117,945	1,642,415	54,747
May.....	1,817,190	121,769	1,695,421	54,690
June.....	1,743,125	114,849	1,628,276	54,275

Daily and Sunday Average for Six Months.....53,602

This investigation is the Third Annual Report by both of us, and we are perfectly satisfied that the above is absolutely correct to the best of our knowledge and belief.

We wish to thank the management for the uniform courtesy extended by all with whom we were brought in contact.

Yours respectfully,

LORD & THOMAS,

CHAS. H. FULLER ADVERTISING AGENCY,

Per B. M. HOLMAN.

CHAS. H. FULLER, President.

# ATLANTIC COAST LISTS

## TRIAL TRIPS.

**\$3** pays for a four line advertisement one week in **180** country weeklies—mostly in Western Pennsylvania, Ohio, West Virginia, etc.

**\$5** pays for a four line advertisement one week in **250** country weeklies—mostly in New England and Middle States.

**\$10** pays for a four line advertisement one week in **565** country weeklies—mostly in New England and Middle States.

**\$25** pay for a four line advertisement one week in **1400** country weeklies well covering the New England, Middle and Southern States.

**\$50** pays for a four line advertisement every other week, three months, in **540** papers, located in the Southern States.

**These "Trial Trips" are for Cash with the Order.**

GEORGE R. HALM. DEL.

**134 LEONARD ST. NEW YORK**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISER

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XI.

NEW YORK, OCTOBER 31, 1894.

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## A WIZARD'S ADVERTISEMENTS.

*By Benjamin Webster.*

A most fascinating little book is the "Memoirs of Robert Houdin," the French magician, who flourished in the first half of the century. Chatty and rapid in style, the book is constructed with true Gallic common sense, and, while conveying a wealth of information, never wearies.

One episode he relates is of especial interest to those who study advertising.

Upon Houdin's arrival in England he was shocked by the methods adopted to give him publicity—the enormous lettering, widespread billposting and traveling vans beplastered with announcements. But the Frenchman soon discovered that there was another "Richmond in the field."

An English magician named Anderson, fearing the competition of the continental novelty, had resolved that the public should not forget its old favorite—"The Great Wizard of the North," as he modestly styled himself. And the public certainly could have no excuse for overlooking the wizard.

Anderson sent out a cavalcade worthy of the Greatest Show on Earth. Four great carriages, carrying posters representing all sorts of witchcraft, followed one another in the van of his procession and were followed by two dozen men afoot, each proudly carrying banners. Each banner bore a letter on each side. Slowly promenading along the street the conglomeration would be halted as a cross street was reached. Then, at the word of command, the carriages were ranged closely together so as to present an enormous poster perhaps seventy-five feet long, with startling pictures. Meanwhile the banner-bearers also fell into line and the letters on the banners formed two inscriptions. From in front the spectators read, in letters three feet high :

THE CELEBRATED ANDERSON!!!

While those who faced reverse of the banners saw these words :

THE GREAT  
WIZARD OF THE NORTH.

Houdin also awards to this Anderson the palm of successful advertising, and relates some of his methods for reaching the public who may not see his printed announcements.

Arriving at a large town this advertiser would supply all the buttermen with moulds cut so as to leave upon each pat of breakfast butter the conjurer's name, title and hour of performance; he dispatched men to paint the same words upon the pavements, and he strove to excel in the size and oddity of his posters, one of which Houdin describes.

When about to leave for another place the wizard would announce a prize—a silver vase—offered to that one of the audience who should publicly pronounce the best pun, and would hold the competition in his last performance.

It is said that this scheme proved invariably profitable, as the audience were encouraged to express freely their opinion of the puns as spoken.

Any one who knows the fondness of the Briton for punning, and his capacity for that form of the atrocious, may well shudder at the vision conjured up by the wizard's scheme; but, while he shudders, he must admit that Anderson knew his public. But if that be doubted, this last stroke of genius will be conclusive.

When all the puns had been exploded Anderson would announce that they had been taken down by a stenographer, and would be issued as a miscellany at the reasonable price of one shilling. As the book sometimes contained a thousand puns, and a shilling was a small price for the glory of seeing one's self in print, it may be understood that a fair-sized edition was often sold. As a specimen of the art of adver-

tising nearly fifty years ago these incidents are worth recording. At all events Houdin's book will well repay any reader—advertiser or otherwise.

### THE NEWSPAPERS OF CLEVELAND.

*By Peter Dougan.*

The impressions formed of the Cleveland newspapers after a two-weeks' stay in that city are as follows:

The hustlers are the *Evening Press* and *World*, both penny papers, and they have nearly the same methods of keeping themselves before the public, having drug stores and stationery stores act as agents in receiving advertisements. Then each day the *Press* and *World* issue bulletins, which the former pastes on a flat piece of board attached to a telegraph pole, or on the sandwich boards generally found in front of stationery stores. They also paste their "want" sheet on some of the boards, and they are to be seen in many parts of the city.

Both papers enjoy a large circulation and even Clevelanders cannot decide which has the largest. The *News* and *Herald* and *Post* have larger sheets or more pages than either *Press* or *World*. Of the two the *News* and *Herald* is first in circulation after the *Press* and *World*.

The two English morning papers, *Leader* and *Plaindealer*, are of different political faith and the people buy the paper advocating their individual political ideas. The *Leader* has the largest circulation. The morning papers do not advertise themselves as much as the evening papers.

On Saturday the *Tribune* is sold extensively by the newsboys. It is a sensational paper and this may account for its noticeable sale on the streets.

There are many German people in the employ of the factories in the city, and the paper reaching the majority of them is the *Wächter und Anzeiger*, which is evidently well liked and has a good circulation.

The newsboys are generally supplied with bags in which to carry their papers, and on the outside of these is stamped the name of the paper. This is another method used to advertise themselves, and is doubtless effective to a moderate degree.

NO NEWSDEALER can compel a man to purchase a paper he does not like.

### ACCIDENTAL—AND OTHERWISE.

JOHN H. WOODBURY,  
DERMATOLOGICAL INSTITUTE,  
127 West 42d street,  
NEW YORK, Oct. 18, 1894.

*Editor of PRINTERS' INK:*

I inclose clipping from *Wilmington, Del., News*. Our advertisement must be doubly effective appearing under the *Herald's* illustrated joke.

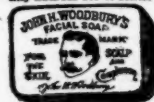
CLEAN GONK.



—New York Herald.

### A SAMPLE CAKE

Of Woodbury's Facial Soap and 150-page book on Beauty and Dermatology. Facial Development, Superficial Hair, Wrinkles, Pimples, Eczema and all Skin and Scalp Imperfections sent sealed to any address for 10 cents.



John H. Woodbury  
Dermatological Institute.

Established 1870. 128 W. 42d St., N.Y.

By the way, why don't you print more articles on the subject of "trade papers"? Most advertisers' journals persist in harping on "newspapers," which are not the only good mediums we want to know about.

Very truly, JOHN H. WOODBURY, D. G.

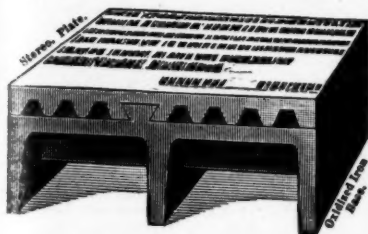
PRINTERS' INK will publish more articles on trade journals. The trouble is to get good ones. If Dr. Woodbury has an essay prepared, he should send it along.

THE population of Cincinnati is much smaller than that of Boston, but it has more daily papers.

## INTERCHANGEABLE PLATES AND BASES.

In the last issue of **PRINTERS' INK** reference was made to the interchangeable base used by the World's Dispensary Medical Association and other large advertisers for the mounting of their stereotype and electrotype plates. One of the principal manufacturers of

base. These are numbered according to copy, and each set of plates, with base, is inclosed in a wooden box with copy and shipped, if desired, direct to the papers. The plates are made in both single and double column width with oxidized iron bases, which are both light and strong. The advantages of interchangeable plates and bases are, briefly, cheapness, excellence of printing qualities, durability, convenience and lightness.



"The art of manufacturing stereotype and electrotype plates which will do good work," said Mr. Hallock, "lies to a great extent in the finishing. If the plates and base when united are not of the proper thickness to a hair, or to use the trade expression, if they are not precisely type high, the pressure upon the surface of the plate will be too much or too little

this class of goods in the United States is the A. N. Kellogg Newspaper Co., of Chicago, whose New York manager, Mr. W. W. Hallock, of the Tribune Building, is not only able to expatiate very eloquently upon the merits of the Kellogg lists of newspapers, but is also an authority upon anything which relates to the manufacture of electrotype and stereotype plates.

Being asked by a representative of **PRINTERS' INK** to share a little of his information upon that subject, Mr. Hallock said:

"Interchangeable electrotype and stereotype plates and bases have be-

to make a good impression, and if the plate is not of uniform thickness throughout, the pressure on the face will vary in different sections, resulting in very unsatisfactory work.

"It is a mistake to suppose that electrotypes are superseding stereotypes for advertising purposes. The latter are not only much cheaper, but the methods used in manufacturing them have been so improved in recent years that for most purposes they are fully as desirable as electros. The latter being harder are better when a very great number of impressions have to be taken, or when the plate from which



come almost indispensable to advertisers who run a number of ads of equal size, which are changed frequently. Our company furnish the leading advertisers with fully nine hundred thousand running inches of these plates every ten or twelve months. A series of thirteen advertisements requires a set of thirteen plates and one

the impressions are to be made is finely engraved. In printing from either electrotypes or stereotypes it is necessary to use good ink and paper in order to insure the most satisfactory results.

"The process by which stereotyped plates are manufactured is so simple that there are probably few readers of **PRINTERS' INK** who do not understand

it. A number of sheets of specially prepared tissue paper saturated with a certain kind of paste, the ingredients of which are supposed to be more or less a secret with every manipulator, are laid on a form, one or two at a time, and beaten with brushes into the type until every space and interstice in, around and between the type is filled. Heat is then applied until the pulp becomes dry and solid like a sheet of cardboard. This is called a matrix. The matrix is then placed in what is termed a casting box and molten stereotype metal poured in. When the metal hardens, which it does almost instantly, the box is opened and the matrix and metal separated. The latter now consists of a page of stereotyped matter, which must be sawed up into columns or sections and carefully finished.

"In manufacturing electrotype plates wax is employed instead of papier mache in making the matrix, and the thin layer of copper with which electrotypes are faced is transferred to the face of the mould by the agency of electricity, hence the name electro-type."

#### WINDOW DISPLAY FOR RETAIL TRADE.

Until quite recently the only articles exhibited in the windows of the large retail establishment of Hilton, Hughes & Co., successors to A. T. Stewart & Co., were the blue blinds which excluded the interior of the store from the rude, vulgar gaze. In order to inspect Hilton, Hughes & Co.'s wares it was necessary to step inside. About a month ago, however, the blinds on the Broadway side were removed and the thousands of people who pass the store in the course of the day have now an opportunity to examine the samples of goods artistically displayed in the windows.

The attention of PRINTERS' INK having been drawn to Hilton, Hughes & Co.'s departure, a representative of this journal called on Mr. F. J. A. Darr, the gentlemanly advertising manager of the firm, and inquired what result had accrued from it.

"The utilization of the windows of our store as an advertising medium," said Mr. Darr, "has been in contemplation by the firm many years. That the result has been satisfactory there can now be no question. During the month which has elapsed since the in-

auguration of the change the volume of business transacted in the store has been greater than at any other time since the establishment of the firm. It may not, of course, be entirely owing to the exhibition of goods in the windows, but there is little doubt that it has largely contributed to the increase of business. The firm is sufficiently satisfied with the result, that before long the windows on the other sides of the building will probably be also utilized.

"The increase of patronage seems to have principally come from what is sometimes called the middle class of people. This is the class whose custom we aim to secure. When a woman belonging to the very wealthy class has occasion to purchase goods she orders her carriage and is driven straight to the store she has decided to patronize. It is different, however, with the women of moderate means. When starting on a shopping excursion she is undecided as to what establishment to patronize. She passes from store to store, examining the goods exhibited in the windows, until at last some display, more tempting than the others, will cause her to enter and become a purchaser.

"Then," said Mr. Darr, "show window advertising, like other forms of advertising, is an indirect benefit, in that it is regarded by the public as an indication of a desire to be up with the times. With the exception of Arnold, Constable & Co. I cannot think of any important retail firm in New York which does not utilize the windows of its store as an advertising medium. When goods are exhibited in this way the public is more easily enabled to compare them with the wares of other concerns. If the comparison is favorable the results will be favorable. Then, again, shoppers conclude that a merchant would not care to offer his goods for public inspection if they did not favorably compare in quality and price with those of competing establishments."

#### A SUGGESTION FOR OHIO LAW MAKERS.

By an Italian law every circus which does not perform every act promised in the printed programme, or which misleads the public by means of pictures, is liable to a fine of \$500 for each offense.—*Phila. Public Ledger*.

A similar law in this country would ruin every circus on the road.



## ..The Sun..

**I**TS rays penetrate every corner of the  
great Metropolis of America.

It is the favorite, the indispensable, the  
most trusted newspaper of the people of  
New York City.

**The Sun** has gained the confidence  
of every business man of any standing in  
the commercial life of New York. That  
confidence it has deserved and we trust it  
will never lose it.



No man reads PRINTERS' INK unless he takes some interest in advertising.

Some readers are already advertisers, others are possible advertisers. No one having any article to sell can read PRINTERS' INK without sooner or later desiring to try the effect of advertising as an aid to his business.

A man who advertises or one who intends to advertise reads the advertisements of others to get ideas for his own advertising. This makes almost every reader of PRINTERS' INK a reader of its advertising pages as well as of its regular matter. Few periodicals are so thoroughly read as PRINTERS' INK. This is why a page advertisement in one of its issues is worth all of the \$100 charged to any publisher desiring to obtain advertisements for his publications.

Written by  
JOHN CUTLER,  
Newton, Mass.



. . The . .

## Washington Evening Star

PUBLISHES NO SUNDAY EDITION,

but its issues for Saturday consist of from sixteen to twenty-four pages, and its circulation that day is several thousand larger than on the other days of the week. As its advertising rates are the same for each day, advertisers naturally desire to avail themselves of the wider publicity thus gained on Saturday for their advertisements without increase of cost, but some of them fear that the inducements held out on Saturday evening are forgotten by Monday. On this point, Mr. A. Lisner, who is one of the most observing and enterprising business men in the country, and whose establishment is one of the most extensive and carefully managed in Washington, voluntarily testifies as follows:

PALAIS ROYAL,

WASHINGTON, D. C., October 16, 1894.

EDITOR OF THE EVENING STAR:

Sir—The experimental coupon published in Saturday's STAR has dispelled all vestige of doubt as to whether announcements published Saturday are forgotten Monday.

Yesterday's sales in the departments advertised were the greatest on record here.

Yours truly, A. LISNER.

The results secured by Mr. Lisner can be reached through the same channel by any other line of business.

New York Representative,

**L. R. Damersly,**

Potter Building.

## *Nine Times Out of Ten.*

The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead.—PRINTERS' INK, New York.

### **CIRCULATION.**

The readers of The Evening Post are usually well-to-do, the most profitable customers, and its circulation cannot be duplicated. It reaches the men first, then their homes: two circulations at the cost of one, and a thorough reading at the leisure time of the day.



### **ADVERTISING.**

Representative houses in all lines of business are the largest advertisers. Unworthy and disagreeable advertising is excluded. The rates are invariable, and the advertisements are set under competent direction, and well printed on good paper.



From January 1, 1894, to October 20, 1894, The Evening Post contained 390 columns of advertising more than in the corresponding period of any previous year, all at invariable rates—an exceptional record.

## GOOD PRINTING.

*By P. Nathan, of The Lotus Press.*

A knowledge of the "principles of design" are as essential to the printer as they are to the painter and sculptor. Without this knowledge his work must be of an ordinary quality, with perhaps an occasional lucky hit; or if by chance he should find a pleasing style and adopt it he will fall into a "rut" and display a sameness about all his work, because he does not realize the "principles" involved in the successful design, and consequently dares not attempt to vary his style for fear of failure. He will experience the same difficulty if he attempts to print his job in two or more colors, if he is thrown on his own resources. In this case again he may be able to imitate a piece of printing that has a pleasing combination of colors in it, but he should be in a position to take any color for his ground work and make it beautiful by printing it in the colors that properly combine with it. This, however, can only be accomplished through a familiarity with the "laws of harmony and contrast."

One of the most important "principles" to be observed in a piece of printing is that of *balance*, and while it might at first thought be supposed a simple matter, it must be borne in mind that almost all printing is issued as an advertisement and that the essentials of *good display* must not be sacrificed for artistic effect merely. Hence the result aimed at should be to bring out the important features in a "telling" and pleasing way.

At the present day much time and money is spent in the writing of circulars, booklets and catalogues, and in order that the results shall be a success the matter must be put before the prospective reader in such form as to command his attention by its pleasing and impressive appearance.

I saw a booklet recently issued by a prominent furniture house in this city that is a good example of how money can be squandered in advertising. It was evidently written by an expert—and well written; but the printing was a failure of the worst kind; the arrangement of the type was bad; the presswork worse, if possible; the paper was common; and there was not a single feature about the whole job that would induce any one even to handle it. I had the curiosity to learn how it

was that a house could be induced to use such work, and found that the job was given to a printer to work off a debt; I am satisfied it would have been wiser to have destroyed the entire edition and paid for a better one. The newspaper advertisements of this house request people to send for their booklet—and acting as a representative I do not think the appearance of that booklet will influence much business; still they have, no doubt, paid a good price for the writing and are daily spending money for newspaper space calling attention to it. The investment of a few dollars more would have made it a success.

## OVER AGE.

STOUGHTON, MASS., Oct. 20, 1894.

*Editor of PRINTERS' INK:*

In your last issue, page 642, you reproduce an advertisement, with the statement that it has been "running continuously for over a year." While that may be hard to believe, I can more than match it. Some years ago I purchased a weekly paper in one of the most enterprising cities of New England. My business manager at once began to look up the advertising patrons. There was one advertisement beginning "New Store, New Goods," which took up one inch. It was a grocery advertisement. Upon looking up the advertiser, we found that his business had run continuously *without change* for twenty-two years, and that he and my predecessor who published the paper had had a running account all that time without a settlement.

I think this "beats the record."

A. M. BRIDGMAN.

## UNCOMMON IN TOLEDO.

H. S. WALBRIDGE & Co.

TOLEDO, O., Oct. 19, 1894.

*Editor of PRINTERS' INK:*

I inclose an advertisement clipped from Wednesday's *Blade*, which I think is quite out of the general order of things. It is the first time I ever heard of a "bachelor without children."

WANTED—The acquaintance of some middle-aged lady of good address; German or French preferred; I am a bachelor with no children. D 53, care *Blade*.

A. VAN DRIESEN.

## IT'S GETTING TO BE QUITE COMMON NOW.

THE WOODLAWN CEMETERY

ASSOCIATION.

TOLEDO, O., Oct. 12, 1894.

*Editor of PRINTERS' INK:*

The *Blade* of this city is printing, as ear pieces, quotations from PRINTERS' INK.

A. VAN DRIESEN.

## AND DO.

You may praise, you may censure the "ad" if you will,

But the proofs of its profit will cling to it still.

COMBINATIONS AGAINST ADVERTISING  
ARE SPREADING.

DETROIT, Mich., Oct. 22, 1894.

Editor of PRINTERS' INK:

The leading dailies have signed a contract not to do any advertising outside the State or city.

P. MORGAN.

COME TO STAY.

The *Home Weekly*, published at Ipava, Ill. (Vol. 1, No. 11), publishes this startling announcement:

PAPER STOPS WHEN  
TIME EXPIRES.

THE episode of Mr. Straus' nomination and withdrawal will leave one valuable lesson in the minds of calculating politicians and an observant public. The lesson is this: That the great newspapers of New York, the journals of circulation and character, cannot be influenced through their counting-rooms in their duty to the people.

One of the reasons for Mr. Straus' nomination by the Tammany committee, as plainly stated by those who advocated it, was that the firms of which he is a member are among the largest advertisers in the city. It was supposed by these shallow schemers that this fact would secure the support, or at least the silence, of the majority of the newspapers. How little they know of the forces which control the press was shown by the fact that not one of the newspapers in which Mr. Straus is a large advertiser supported his election or refrained from pointing out the reasons that required his defeat.—*New York World*.

AN ANNOUNCEMENT.

MADAM Mays wishes to announce to the readers of the WORLD that she is called abroad to treat Royalty, and those who wish to consult her and see the old lady with wrinkles removed from half of the face can do so by calling at parlors, 54 West 23d st. Small-pox pittings and all blemishes removed at once.

—Advertisement in *N. Y. World*.

FRANK A. MUNSEY, the proprietor of *Munsey's Magazine*, only a few years ago was an operative in the Worombo woolen mill at Lisbon Falls, Me. He began his journalistic work by sending to the Lewiston *Journal* items of village gossip from Lisbon Falls.—*American Newsman*.

MR. ALFRED S. PORTER, who has until lately been associated with Mast, Crowell & Kirkpatrick, of Springfield, O., is now business manager of the *Toledo Commercial*.

IT is preserving time; but the best "art preservative" is that which makes jams in the stores—by advertising.—*Washington (N. J.) Star*.

THERE are associations of newspapers whose avowed object is protection against advertisers.—*Fourth Estate*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLKS.

A DS. VICK'S MAGAZINE, 200,000. 23 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 23 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 23 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 23 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

WANTED—Lists female agents; west of Missouri River preferred; give full particulars. A. H. MONROE, Denver, Col.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

ADVERTISING solicitor will devote one half of his time to the work of obtaining New York advertising for one first-class paper. Address "C. H. D.," care Printers' Ink.

THE LUTHERAN EVANGELIST, Dayton, O., wants advertisers of good things, and advertisers of good things need the LUTHERAN EVANGELIST. Low rates—large returns.

WE want good men in every town to issue holiday special sheets. We furnish them all or part printed at lowest prices. Sample sheet for stamp. SYNDICATE PUB. CO., Altoona, Pa.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

ADVERTISING MANAGER WANTED—A Western magazine of large circulation wants a first-class man to represent them in New York City. To a man who can secure a good line of A1 business liberal arrangements will be made. Address H. C. CO., care Printers' Ink.

WANTED—General agent in each city to handle paper through newdealers, newsboys, and look after advertising; contains twice as much reading and illustrated matter; sells for one half the price of others; rates the lowest of all; inclose stamp; state experience; give references. THE ILLUSTRATED WEEKLY, Topeka, Kansas.

WANTED—All advertisers who use religious or family papers to know that the Indianapolis, Ind., NATIONAL PRESBYTERIAN will print and mail 75,000 copies of December, 1894, issue, and each month thereafter. Rates, 60 cents per agate line, with discounts. Write for full particulars to J. HENRY RIGOUR, Manager, 11 Abbot Building, Indianapolis, Ind.

THE advertiser intends to start with 1895 a new monthly paper which will appeal to those who can spend money. Pages will be the size of the *Youth's Companion*. Each issue will be at least 5,000 copies, and every attempt will be made to secure a larger circulation. The back page will be sold one year for \$1.00. For further particulars address "X," care Printers' Ink.

I WANT to find men who have both money and dyspepsia. I want to cure them free with my remarkable dyspepsia cure. Then I want them to take a moneyed interest in my cure and help to form a company to push the sale of it. I don't want answers from anybody unless they come in good faith. I have the best dyspepsia cure in the world. "B. B.," care Printers' Ink.

AN American gentleman of fifteen years' experience as managing owner of printing and lithographing business would like to form connections with an Eastern house in those or kindred lines to represent them in Mexico and Spanish America; speaks and writes Spanish fluently; will be at liberty in spring of 1895; highest references. Address "B.," Printers' Ink.

**WANTED**—Small half-tone cuts. Send proofs and prices. DUPONT, North Elm St., Westfield, Mass.

**NOTICE TO PUBLISHERS OF PAPERS AND MAGAZINES.** Wouldn't an artistic heading or cover design improve the appearance of your publication and aid in securing both subscribers and advertising contracts? Sketch sent on approval—no charge if not accepted. Send copy paper with full particulars. W. MOSELEY, Box 8, Elgin, Ill.

**I**f your place of business is within a radius of ten miles of ours, and you want a handsome piece of printing done, it will be to your interest to call on us in person. We have our samples so arranged that you can look them over readily, and we could discuss the details and arrive at a conclusion very quickly. If out-of-town, give sufficient particulars to let us know what is required, so we can answer intelligently, without loss of time in letter-writing. We are willing to do the writing, but want to save your time as well as our own in unnecessary correspondence. Yours for High Grade Printing, THE LOTUS PRESS, 140 West 23d St., N. Y. City.

**I** want your business ear. Have contracted with the author to publish a subscription book which every Christian minister in this and foreign lands is certain to most earnestly commend from his pulpit as being in importance second to only the Bible. Leaders in all denominations who have seen the manuscript say "There is nothing like it!" "It is bound to sell by the million!" Aggregate net profits will be more than \$5 annually for each \$1 to be invested in the business. I want for treasurer and other responsible positions, conscientious and progressive parties able to invest \$1,000 to \$100 to be amply secured. This will be the beginning of a purely co-operative business now incorporated, which will ultimately employ many thousand persons, each of whom, by being a capitalist of the concern, will double his former income. Write for particulars, all who believe in co-operation—the only solution of the capital and labor question. S. S. WOOD, 136 West 61st St., New York.

#### SUPPLIES.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VAN BIBBER'S**  
Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water St., New York.

**A**DVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

**NEW ERA** job press: Gordon movement; cylinder distr. J. M. JONES & CO., Palmyra, N.Y.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 30 Spruce St., New York. Special prices to cash buyers.

**C**IRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

**PAPER DEALERS**—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**B**BETTER than typewritten letters—100,000 facsimile letters, size 5½x8½, printed in your own handwriting, on well-finished paper, \$35. LONDON P.T.G. CO., Columbus, Ohio.

**E**LECTROTYPE CABINETS. Advertisers use them to store cuts. Dust-tight and vermin-proof. Various sizes. Price lists supplied. HEBER WELLS, 157 William St., New York.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**39 CENTS** pays for a good revolving rubber dating stamp. Prints all the months, years from 1894 to 1899, figures 0 to 90. "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." D. T. MALLETT, 78 Reade St., N. Y.

**A. B. KING, ESQ., 87 WILLIAM ST., N. Y.**—We have given your Multigraph Process, for sending letters in large numbers, a careful trial, and are more than satisfied with its results. We think it one of the brightest ideas in direct advertising that we have ever seen. Yours truly, CHILDS & CHILDS, Proprietors Bon Ami.

#### ADVERTISING MEDIA.

**THE YANK**, Boston, Mass., 60,000 monthly.

**AMERICAN HOME JOURNAL**, Easton, Pa., 5,000 circ. monthly. 5c. a line. Big results. Try it.

**5,000 MAIL** buyers and agents mo. 5c. per line. **AMERICAN HOME JOURNAL**.

**ADVERTISERS' GUIDE**. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**HARDWARE DEALER'S MAGAZINE**. Send for adv. rates and copy. 78 Reade St., N. Y.

**I** COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

**T**HE OPTICIAN AND JEWELER, 95 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (60 weekly papers). Sworn circulation 32,236. **CANADA READY PRINT CO.**, Hamilton, Ont.

**D**ROP us a line and we will tell you "How to make your business grow." **AMERICAN HOME JOURNAL**, Easton, Pa.

**A**DVERTISERS. Only 10 cents per line; circulation 29,000. Best medium on earth. **CHIEF'S COMMERCIAL REPORTER**, Marion, Ind.

**A**DVTs. placed in each of 140 local weeklies: 75c. a line a week. Only one electrolyte needed. **UNION CO.**, 15 Vandewater St., N. Y.

**T**HE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**T**HE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**"Y**OUR paper is a hustler for orders."—J. J. Bell. This refers to **PARK'S FLORAL MAGAZINE**. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

**C**OMMENCING with December issue, the **NATIONAL PRESBYTERIAN** will prove its circulation. Remember 75,000 each issue for 1898. Rate, 60 cents per line, with discounts. Write for particulars. Address J. HENRY RIGOUR, Manager, 11 Abbebt Building, Indianapolis, Ind.

**O**NE religious journal in the United States doubled its circulation since May 1, 1894. That paper is the **LUTHERAN EVANGELIST**, published weekly at Dayton, Ohio. Advertising rates and circulation statement furnished on application to THE **LUTHERAN EVANGELIST CO.**, Theo. N. Rupley, Business Manager, Dayton, Ohio.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Social Agent, 102 W. 14th St., N. Y.

PREMIUMS.

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

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**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**OUR** catalogue has the best premiums. HOME BOOK COMPANY, 148 Worth St., New York.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**HOLIDAY BOOKS**—If you want to use holiday books or books of any kind as premiums, send to OGHILVIE, the publisher, 57 Rose St., New York, for particulars.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**PRINTING** that is 100 per cent better than that of another house is worth 100 per cent more. If the difference in price is less than 100 per cent the customer is so much ahead. (That's his premium.) Another reason why it pays to send orders to **THE LOTUS PRESS**, 140 West 23d St., N. Y. City.

ADVERTISING NOVELTIES.

SUNBEAMS, FOR THE LITTLE FOLKS.

**ADVERTISING** rates invariable in **ST. NICHOLAS**.

**VICK'S MAGAZINE** pays first-class novelty advertisers. None others taken.

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**VICK'S MAGAZINE** pays first-class novelty advertisers. None others taken.

**EDUCATIONAL INDEPENDENT**, Edinboro, Pa. Leading school weekly.

**FOR** booming any business or enterprise. Substantial. **NAT. ACCT FILE CO.**, Fremont, O.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

SPECIAL WRITING.

**DON'T** be afraid of my "ed. copy." It's all right. Helps circulation and advertisements. **G. T. HAMMOND**, Newport, R. I.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

ADVERTISING AGENCIES.

**ALL** take ads for **VICK'S**.

**ALL** take ads for **VICK'S**.

**ALL** take ads for **VICK'S**.

**ALL** take ads for **VICK'S**.

**ALL** indorse **ST. NICHOLAS**.

SUNBEAMS, FOR THE LITTLE FOLKS.

**AGENCIES** know **GOOD HOUSEKEEPING**.

AGENCIES know **GOOD HOUSEKEEPING**.

**GEO. S. KRANTZ**, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

**STANLEY DAY**, New Market, N. J. **ADVERTISER'S GUIDE**, 25c. a year. Sample mailed free.

**25 YEARS'** experience in newspaper advertising. **GEO. W. PLACE**, 82 Broadway, N. Y.

**100 LEADING** dailies, circ. 6,000,000; \$9 rate. **FLETCHER ADV. AGENCY**, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

**HICKS' Newspaper Advertising Agency**, **WILLIAM HICKS**, proprietor, 133 Nassau St., New York.

If you are considering a way to better your business, **Dodd's Agency** of Boston may help you. **Dodd's** methods are right and the results are right.

**WE** keep our old friends, and we want new ones. Advertisers who seek the best way of putting their goods before the public had better write to us. **DODD'S AGENCY**, Boston, Mass.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**THE INTER-STATE ADVERTISING AGENCY**, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

ELECTROTTYPES.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**PAY \$1.50** and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. **CHICAGO PHOTO ENGRAVING CO.**, 185 Madison St., Chicago.

If you are an advertiser get **Craske's** prices on electros. Work and prices the best. You can ask **Johnston**, of **Printers' Ink**. Address **CHAS. CRASKE**, 45 & 47 Rose St., New York.

**THE** best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address **WM. JOHNSTON**, **Printers' Ink Press**, 10 Spruce St., N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**HOW** to make cuts. Do you wish to learn the art of photo-engraving in all its branches? Zinc etchings for newspapers, etc.; half-tone engraving for book illustrations, etc. Write for terms and particulars. **D. C. BITTER**, 78 Dearborn St., Chicago.

**PICTURES** talk. 5,000 subjects to select from at 25 cents each. Any single column cut for a dollar. State your business and send 4 cents for sample sheet. Use cuts in your ads. They will pay you. **CHICAGO PHOTO ENGRAVING CO.**, 185 E. Madison St., Chicago.

**WE** make electrotypes for agencies and general advertisers a specialty. Our patent all metal cut is more durable and saves more postage than any other make. Our facilities enable us to fill large and small orders at a low rate. **WM. T. BARNUM & CO.**, New Haven, Conn.

**CELLTYPE** is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Celltypes and celltype machinery manufactured by the **J. F. W. DORMAN CO.**, Baltimore, Md., U. S. A.

## MISCELLANEOUS.

ST. NICHOLAS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

EDUCATIONAL INDEPENDENT, Edinboro, Pa. Leading school weekly.

INVALUABLE information to advertisers. Send 10 cents to H. L. GOODWIN, Farmington, Me.

SEND cabinet photograph and 35c. and receive 13 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

THE Persian Corn Cure never fails to cure. Send for free sample. M. COHN, 332 W. 51st St., N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

SENDING out samples of goods is not always possible; the best substitute for this purpose is an illustrated catalogue, but the catalogue should be handsome to be profitable. For this kind, THE LOTUS PRESS, 140 W. 23d St., N. Y. City.

WE issue a circular about our small clock, which we are glad to send to any one. The cut, however, does not illustrate the clock well. We prefer to send clock, when parties are interested, as first impressions are valuable. We can't send sample for less than 75 cents, which, by the way, is pretty low for a timepiece. H. D. PHELPS, Ansonia, Conn.

## ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

50 CENTS gets our sub. list; gummed paper, 1,600 names. DEMOCRAT, Albion, Ind.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

OKLAHOMA and Indian Territories; 40,000 bona fide names with post-offices supplied to advertisers for \$5 cash. Address BOX 197, Guthrie, O. T.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

142,000 LETTERS for sale; 88,000 of 1892 at \$3; 36,000 of 1893 at \$4; 18,000 of 1894 at \$6. All in answer to my own advertisements and largely from women. F. TRIFLET, Music, 36 Bromfield St., Boston, Mass.

## STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 561 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere. GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

## TO LET.

YANK, Boston. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

## BOOKS.

1,000 8-PAGE booklets, \$10, printed in two colors. UHLER BROS., Charleston, Ill.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

ENCY. BRIT., Peale's \$45, 25 vols. set with Am. Rev. and Add. for \$25, new. WALTER MAYER, Montfort, Wis.

"SMALL TALK ABOUT BUSINESS!" A banker's business helps for men &amp; women.

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

"STEPS INTO JOURNALISM"—A book on which advertisers are making money. You do the advertising, we do the rest. Large dis.; best credentials. EDWIN L. SHUMAN, 161 Dearborn St., Chicago.

## BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

N. C. MASSEY, advertising distributor, 53 So. Western Ave., Springfield, Ohio.

R. H. JOHNSTON, advertising distributor, 1531 Franklin Ave., St. Louis, Mo.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

SAMPLES and circulars—any kind—distributed through an organized resident force of 6,000 members. Reach every p.o. Small cost good results. Particulars by addressing AM. CO-OPERATIVE ADV. CO., 447 6th Ave., N. Y.

FOR SALE.

**A** DVERTISING space in ST. NICHOLAS.

**B** UYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

**A** DVERTISING space in the LUTHERAN EVANGELIST, Dayton, Ohio. Rates low. Returns high.

**F** OR SALE—Complete newspaper and printery plant; bargain; Babcock cylinder, Peerless and other presses, paper cutter, etc.; or presses & type separately. LE ROY TIMES CO., Le Roy, N. Y.

**C** LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**A** N OPPORTUNITY—For sale, a half or whole interest in a good evening daily in a city of 17,000; only evening daily; one other morning paper; two hundred miles south of Washington City. Address "ARTHUR," care Printers' Ink.

**N** EWSPAPER FOR SALE—A good Republican newspaper plant in a live Indiana town, doing a business of \$3,500 a year, at a great bargain. Established 15 years, power presses, engine and everything complete; \$2,000 cash and good notes will buy it if offered soon. Address "C14," LORD & THOMAS, Chicago, Ill.

**F** OR SALE—A \$6,000 job plant in a southwest Texas city of 10,000 inhabitants. Babcock standard cylinder, power paper cutter, two Gordon jobbers, all run by 3-horse electric motor, Hickock ruling machine, etc., etc. One of the most complete and well arranged job plants of its size anywhere; gross receipts average \$7,000 per annum; have contract to print evening daily at \$800 per year. For a Northern printer of means, in poor health, this is an opening for him. Ice rarely forms here, the climate is salubrious, and the entire section is a resort for those suffering from pulmonary troubles. Good reasons for selling. Address: "PRINTING HOUSE," care Printers' Ink.

NEWSPAPER INSURANCE.

**I** NSURE present and future business by using ST. NICHOLAS.

**T** HE YANK, Boston, Mass., wards off business death. \$0,000 monthly.

**C** LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

PRINTERS.

**V** AN BIBBER'S Printers' Rollers.

**P** RESSWORK of the highest quality; prices just right. We do the presswork on Printers' Ink and Munsey's Magazine. Is yours as well done? FERRIS BROS., 324-330 Pearl St., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**F** OR magazine illustrations, H. SENIOR & CO. 10 Spruce St., N. Y.

**S** OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**S** OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**I** LLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

**H** ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

**S** OMETHING make the matter with your ads. A few old ones from you and I'll submit 5 or 10 neat, catchy sketches that'll freshen up the new ones. R. L. WILLIAMS, 183 Loan & Trust Bldg., Wash., D.C.

**D** RAWINGS and designs for advertising and illustrations. E. LUTZ, 7 Warren St., N. Y.

**C** LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**P** ROGRESSIVE merchants, we have the finest illustrated scheme for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

**I** S your newspaper advertising paying you as well as it should? If you would like to know of the effective means for insuring profitable results employed by many of the brightest and most successful advertisers, let us send you information. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

ADVERTISEMENT CONSTRUCTORS.

**B** RETT, Ada.

**ST. NICHOLAS.**

**V** ICK'S MAGAZINE'S own artist will make special designs for advertisers.

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**N** EAT, sensible ads made; moderate prices. R. L. CURKAN, P. O. Box 2208, N. Y. City.

**B** USINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

**W** M. KOHN, 3115 West Norris St., Philadelphia, Pa. Expert critic of advertisements; 17 years' experience; charges moderate. Write for particulars.

**W** E have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**I** F your wares you constant cry. Folks will buy them—buy and buy. Advertising jingles written. E. L. SMITH, Codman Building, Boston, Mass.

**A** DVERTISING—I have made a specialty of writing bright, business-bringing ads for printers—very small primers & circulars that can be made economically. WRITER, Box 1975, Boston.

**C** LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**13** YEARS ago I wrote my first ad; past 5 yrs in business for myself, spending thousands annually in publicity. I have some experience and a few gray hairs. What I say inspires confidence! What I do brings results! Write if interested. GEO. A. BEARY, 919 Locust St., St. Louis.

**M** ECHANICAL ads are harder to write than any other, except, may be, medical ads. I charge \$5 for writing on technical subjects. It's worth that to translate from technical terms to plain English. Medical ads same price. Know something of men, ills and cures. Stamps for samples. W. W. BRETT, 361 Broadway, N. Y.

**I** F you want a business bracer. Rather than a rainbow chaser. Use my advertising rhymes. They will make the public buy, For they catch the public eye. Proof of this: You've read these lines. STEVENSON, Box 1802, N. Y. City.

**T** HE best argument I have for my work is what other people say about it. I'm not an expert or a doctor or a magician. I simply write advertising—generally the kind that proves profitable. I write and illustrate ads for newspapers, magazines, etc. I write and illustrate car signs. Samples of work for a stamp. W. W. BRETT, 361 Broadway, N. Y.

"WE shall have money to burn. Our sales have increased thirty thousand dollars on the month," said a client who had been using my ads. What does that prove? Simply that the goods were right and were presented to the right people in the right way. I only did my share. That's all I ever pretend to do. WOLSTAN DIXEY, Writer of Advertising, 86 World Building, New York.

GROCERY ads my specialty; \$5 per half dozen. Check with order; 5 years at writing ads for a leading grocery house is my diploma; 17 years as salesman in the business was my education. I can write better ads on my specialty than ninetyths of the "experts," because I know qualities, brands and how to talk them. Catalogues and price lists are in my line. GEO. L. MITCHELL, 14 North Fifth St., Philadelphia.

WHEN I understand your wares fully and the nature of the mediums you're going into, I am confident I can mix the catchy qualities in a manner to make an effective ad. Don't expect a good ad unless you give plenty of pointers to work on. I can't make bricks of straw—can't mold a good ad unless you furnish facts to go into it. Tell me what you want and I'll furnish figures. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

IN his "ad" in PRINTERS' INK recently, Charles Austin Bates said: "My printing is all done by Printers' Ink Press and by Nathan Bros.' Lotus Press. I consider these two the best printers in New York." Printers' Ink Press advertises to do "Good, Plain, straightforward Printing." (This "ad" is inserted by THE LOTUS PRESS, 140 West 23d St., because the inference shows so clearly the particular class of work done by them.) *Save-us too?*

WE frequently stand between our customers and failure when we request them to leave matters of printing to our judgment. A successful piece of printing must appeal to the many—not merely to the whims of one. Good printing is our life-study, and we know more about it than the consumer who handles it occasionally, or even a majority of those who make a business of it. A trial order will convince the most skeptical and add a permanent customer to our list. THE LOTUS PRESS, 140 West 23d St., N. Y. City.

IT often happens that a man sends me \$5 or \$10 and says: "Please write as many ads as you can afford for the money sent." I like to get such customers. I generally do my best work for them, and send more for the money than they expect. I feel like meeting such men more than half way in liberality. One of the important things to do is to send plenty of particulars—specialities, prices, business methods, copies of old advertisements and other details. I hardly ever miss it, when plenty of data is sent. BERT M. MOSES, Box 283, Brooklyn, N. Y.

FOR \$30 I will furnish 13 bright and attractive advertisements for any retail line and include a suitable outline illustration. I have filled a number of orders for such ads, and every one has been highly satisfactory. I fix the number at 13 because that gives a weekly change for 3 months. The ads are attractive in appearance, convincing in text, and they will help to sell goods. I know about most of the retail lines. I have written ads that have sold goods in almost all of them. Write to me about it. CHARLES AUSTIN BATES, Vanderbilt Building, New York.

I WANT the important work of good advertisers—the work that demands skill and thought and care. I am fully equipped to do it, and I am doing it every day. Some of the best advertisers in America are my clients, and they are satisfied with what I do. They know that I am worth more than I cost. My business is past the experimental stage. I offer a certainty of good work. Naturally I believe I can serve my clients better than anybody else can—better than they can serve themselves. I don't promise miracles, but I give the best attention of a mind specially trained in one line. I do nothing but plan and prepare advertising. I have a first-class artist to help me, and I have every facility and convenience for doing the best work. I try to charge just exactly what it is worth. My prices are probably higher than those of any other writer who advertises in PRINTERS' INK. I am probably doing five times as much work as any of them. There is probably a reason for these facts. CHARLES AUSTIN BATES, Vanderbilt Building New York.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

### CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily.

### CONNECTICUT.

THE UNION, Bridgeport, Conn.  
Daily, 7,500. Weekly 3,500.  
Western Connecticut thoroughly covered by the TWO UNIONS.  
O. L. MOSES, New York Representative, 620 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

### THE TWO HERALDS.

WATERBURY SUNDAY HERALD.  
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.  
Combined circulation, 80,000. 150,000 Readers.

### THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

WEEKLY **TIMES: Hartford, CONN.**

### GEORGIA.

10,000 SWORN Circle's weekly. That is what LIVING ISSUES has. If you want to reach farmers of Ga. this is the medium. The JNO. BRATTON CO., 441 Equitable Bldg., Atlanta, Ga.

### INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

"DON'T be woody," but enter a contract in the modernized NATIONAL PRESS-TRIBUNE. 75,000 proved; 60 cents a line. Get in before the rates advance again. J. HENRY RIGOUR, Manager, 11 Abbett Building, Indianapolis, Ind.

### IOWA.

THE TELEGRAPH, Dubuque, Iowa, has more of the large and leading advertisers of the country represented in its columns than any other paper in the State. It will pay you.

### KANSAS.

PROVED circulation exceeds 25,000; rates 10 cents per line; lowest of any high-class illustrated paper in America. THE ILLUSTRATED WEEKLY, Topeka, Kansas.

## KENTUCKY.

**STOCK FARM**, Lexington, reaches track secretaries. Anything to say to them!  
**AMERICAN BAPTIST**, Louisville. Est. 1879. Best adv. medium among colored people in South.

## LOUISIANA.

**S.O.N. PRESBYTERIAN**, New Orleans, wkly circ. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

**SEND** name for terms of auction of 30 inches of space in amounts to suit in Libby & Smith's combination of local weeklies, 4,250 circulation. We exhibit current mailing lists and correspond. ing week last year to show growth. **LIBBY & SMITH**, Portland, Me.

### BANGOR COMMERCIAL.

J. P. Bass & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

**PERRY LUKENS, Jr.**, New York Representative, 73 Tribune Building.

## MASSACHUSETTS.

**WONDERFUL**—Send 10c. to **FRANK HARRISON**, Boston, Mass., and see what you will get.  
**FROM** 60 to 90 new advertisements appear every day in the **Brockton Daily Enterprise**. Circulation exceeds 7,000.

**NEW BEDFORD (Mass.) JOURNAL**. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

## MICHIGAN.

**DETROIT SUNS**, 118,000 weekly.

**DETROIT SUNS, ILLUSTRATED** and **SUNDAY**, circulation, 118,000, are profitable mediums.

**GRAND RAPIDS DEMOCRAT**, the leading paper in Michigan, outside Detroit. 13,000 daily.

**40,000** **PROVED CIRCULATION** for only 15c. a line. Sample copies and proof of circulation free.  
 "ONCE A MONTH," **DETROIT, MICH.**

**DETROIT ILLUSTRATED SUN**, weekly, 94,000; **SUNDAY SUN**, 24,000. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

**RESULTS**—Advertise where you will get paying returns. Advertisers are well pleased with the **ILLUSTRATED** and **SUNDAY SUNS**, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 118,000 weekly.

## MINNESOTA.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**The Housekeeper**, Minneapolis, Minn.  
**Proof on Application. Pays Advertisers.**

**DULUTH**.  
 Population to-day, 75,000.  
 The most prosperous city in the country.

**THE NEWS TRIBUNE**  
 IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

**PERRY LUKENS, JR.**, Eastern Representative, 73 Tribune Building, N. Y. City.

## MISSOURI.

**STRIKE** the happy medium—use the **MEDICAL FORTNIGHTLY**, St. Louis.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1890. Circulation 33,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

## MONTANA.

**ANACONDA STANDARD**. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

## NEVADA.

**THE WEEKLY COURIER**, Genoa. Six pages. All home print. Leads in Nevada.

## NEW JERSEY.

**THE EVENING JOURNAL**,

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - 15,500.

Advertisers find IT PAYS!

## NEW YORK.

**ST. NICHOLAS.**

**VICK'S** 300,000.  
 East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
 East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
 East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
 East of Rockies, 184,519. Fact.

**THREE** trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**THE NATIONAL PROVISIONER**, organ of the meat & provision industries, 384 Pearl St., N. Y.

**THE LADIES' WORLD**  
 Circulation Map  
 Will interest you.

**S. H. MOORE & CO.**, Publishers, New York, will send it, together with an estimate on your advertisement.  
**RATE LOW! CIRCULATION LARGE!**

## A COMPARISON

During 1893 the **New York EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

## THE HOUSEWIFE,

81 Warren St., N. Y.

Circulation 75,000 Copies Monthly.

Send for New Advertising Rates.

## THE CARTOONS IN TEXAS SIFTINGS

WILL BE  
 PRINTED IN COLORS

On and after October 27.

**REDUCED TO 10c.****GODEYS**

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

The Leading Illustrated Paper of  
America is**LESLIE'S WEEKLY.**Every Live Advertiser recognizes  
this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,  
110 Fifth Ave., New York.**WINTER RESORTS.**The best mediums in Albany through  
which to reach the class that patron-  
izes Winter Resorts, are the**Daily Press & Knickerbocker**

AND

**SUNDAY PRESS.**Delivered at more Homes than all the other  
Albany papers combined.

RATES ON APPLICATION.

THE PRESS COMPANY, Albany, N.Y.

**OHIO.**THE NEWS is the only Sunday paper in Zanes-  
ville. Try it.LARGEST circ'n of any Prohibition paper in  
nation: BEACON AND NEW ERA, Springfield, O.DAYTON MORNING TIMES and EVENING  
NEWS. Combined circulation 14,600 daily.YOUNGSTOWN VINDICATOR, 7,500 daily, 5,500  
weekly. Leading newspaper in Eastern Ohio.ONE religious newspaper in the United States  
doubled its circulation since May 1, 1894.  
That paper is the LUTHERAN EVANGELIST, Day-  
ton, Ohio.THE TRI-STATE GROCER visits the grocers and  
produce merchants of Ohio, Ind. and Mich.  
weekly. If you are not in it, it will pay you to  
write to TRI-STATE GROCER CO., Toledo, O.**OKLAHOMA.**THE GUTHRIE DAILY LEADER, the leading  
morning paper in the Territory, accepts ad-  
vertising with the distinct and positive guar-  
antee that it has double the paid circulation of  
any newspaper published in Oklahoma. F. B.  
Lucas, Adv. Mgr.**PENNSYLVANIA.**SCRANTON (Pa.) REPUBLICAN has the largest  
circulation of any Scranton paper.EDUCATIONAL INDEPENDENT, school w'kly.  
EDINBORO PUB. CO., Edinboro, Pa.CIRCULATION CLAIMS are useless when they  
are not proved. The American Newspaper  
Directory guarantees the rating given the CHESTER  
TIMES. Thirty thousand local readers in the  
best section of Pennsylvania. Address WAL-  
LACE & SPROUL, Chester, Pa.

DAILY INTELLIGENCER—est. 1836.

WEEKLY INTELLIGENCER—est. 1864.

Doylestown, Pennsylvania.

Have always been exclusively home print pa-  
pers, with larger circulation than any competi-  
tors. Best mediums for advertising in Bucks  
County.**RHODE ISLAND.**HOME GUARD, Providence, R. I.; circulation  
50,000; paid up subscription list.**SOUTH CAROLINA.**THE records of the post-office of Columbia,  
South Carolina, show that THE STATE  
pays more postage than the eight other newspa-  
pers in Columbia (two of them dailies) combined.**SOUTH DAKOTA.**PECULIAR PEOPLE—A great Western relig-  
ious journal, for a test, will insert a 1-inch  
ad at your own price, if cash with order.  
PECULIAR PEOPLE, Lock Box 3, Aberdeen, S. D.**TEXAS.****THE POST: Houston, TEXAS,**Has a LARGER REGULAR ISSUE THAN ANY  
DAILY IN TEXAS, and is so guaranteed by Row-  
ell's 1894 Directory under a forfeit of \$100. S. C.  
BECKWITH, Sole Agent Foreign Advertising,  
New York and Chicago.**WASHINGTON.****P.-I.**

SEATTLE P.-I.

SEATTLE TELEGRAPH

SEATTLE POST-INTELLIGENCER.

SEATTLE TELEGRAPH, the leading  
Democratic daily north of San Francisco.THE TYPOGRAPHICAL REVIEW reaches all  
printers in Oregon, Wash'n and British Colum-  
bia. Want to reach them? Box 1117, Seattle.SEATTLE POST-INTELLIGENCER guarantees  
advertisers double the circulation of any  
other paper in the State of Washington. East-  
ern office, 93-94 Times Bldg. C. A. HUGHES, Mgr.  
A. FRANK RICHARDSON, Special Agent, Trib-  
une Bldg.**THE SPOKANE SPOKESMAN-REVIEW**Only morning paper. Consolidation SPOKES-  
MAN and REVIEW. Exclusive control morning  
field. No competitor within 500 miles. Popula-  
tion Spokane, 1891, 500; 1894, 35,000. The past and  
present history of Spokane has been marvelous;  
its future will be the wonder of Western civil-  
ization. The REVIEW is the recognized exponent  
of all the best interests of Spokane and the vast  
country tributary to it.**WISCONSIN.**5,557 COPIES average for the past six mos.  
in 1894. EXCELSIOR, Milwaukee.WISCONSIN AGRICULTURIST, Racine, Wis.  
Largest circulation of any English paper  
in Wisconsin.**SO. & GEN. AMERICA.**S Shrewd advertisers use  
PANAMA STAR & HERALD.\$500 EXPENDED in the local papers of  
Spanish America will produce better  
returns than \$3,000 in this country. Try and be  
convinced. SPANISH AMERICAN NEWSPAPER  
CO., 136 Liberty St., N. Y.

# TWO-THIRDS OF A DOZEN

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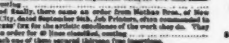
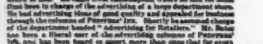
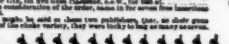
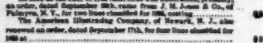



Publishers and others who appreciate the unquestioned value of PRINTERS' INK as an advertising medium, and who intend to use it during 1895, do well to take note of the gain they may secure by closing their contracts now: viz., eight extra insertions free of cost. The service begins at once, but the service to be paid for begins only on

## New Year's Day.

Oct. 31st, 1894.

# A Possible Eight Is Now the Limit.

 <p>Arriving himself of other get with in PRINTER'S INK, No. 742, at \$100.00.</p>	 <p>The office of the printer for the remaining items is also, in consideration of a possible eight for six lines, amounting to \$100.00.</p>
 <p>The second man to craft himself of the other of free advertisements for the remainder of the year is consideration of a possible eight for six lines, amounting to \$100.00.</p>	 <p>At this paper, the Boston and New York, printed at Portland, and closing the organs circulation of any Publisher paper in America, sent an order, dated September 18th, for two lines classified, amounting to \$100.00.</p>
 <p>Mr. Charles Austin Bates is the last owner of all the advertisements. Two years ago at one in New York had over \$100.00.</p>	 <p>At this paper, the Boston and New York, printed at Portland, and closing the organs circulation of any Publisher paper in America, sent an order, dated September 18th, for two lines classified, amounting to \$100.00.</p>
 <p>As soon as the offer of free insertion was withdrawn, probably, at \$100.00.</p>	 <p>The Cambridge Press Co., of New York City, sent an order dated September 18th, for one line classified, amounting to \$100.00.</p>



THE GRIFFITH, AXTELL & CARY Co., Holyoke, Mass., sent an order, dated October 5th, for six lines classified for 1895, at.....	\$78.00
MR. FRANK HARRISON, publisher of <i>Frank Harrison's Shorthand Magazine</i> , of Boston, Mass., sent an order, dated October 9th, for two lines classified for 1895, at.....	\$26.00
THE WASHINGTON, D. C. EVENING STAR, sent an order, dated October 10th, for one page, one year, at.....	\$5,200.00

In consideration of these orders the firms named came in for eleven free insertions in 1894.

On Thursday, October 11th, The Atlantic Coast Lists renewed their contract for the second page of PRINTERS' INK (a special position) for the year 1895, at.....	\$6,500.00
This will be the sixth year that this company has occupied this page.	
On Saturday, October 13th, Messrs. Carleton & Kissam, contractors for horse-car advertisements on 9,000 cars, contracted for 52 insertions of a page advertisement in PRINTERS' INK, at.....	\$5,200.00



On Friday, October 12th, Messrs. Bruce & Cook, 190 Water St., New York, sent an order for two lines classified, at.....	\$26.00
On Friday, October 12th, Chas. Wood Fassett, of St. Joseph, Mo., sent an order for two lines classified, for advertising the <i>St. Louis Medical Brief and Medical Fortnightly</i> , amounting to.....	\$26.00
On Saturday, October 13th, <i>The National Provisioner</i> of 284 Pearl St., New York, sent an order for two lines classified, at.....	\$26.00
On Saturday, October 13th, the John Bratton Co., advertising agents of Atlanta, Ga., sent an order for four lines classified, amounting to.....	\$52.00

On Tuesday, October 16th, the New York <i>Sun</i> sent an order for a full page (in a special position) amounting to .....	\$6,500 00
On Wednesday, October 17th, the <i>Typographical Review</i> , of Seattle, Wash., sent an order for three lines classified, amounting to ..	\$39.00
On Wednesday, October 17th, the <i>Educational Independent</i> , of Edinboro, Pa., sent an order for two lines classified, amounting to ..	\$26.00
On Wednesday, October 17th, the <i>Tri-State Grocer</i> , of Toledo, O., sent an order for four lines classified, amounting to .....	\$52.00
On Thursday, October 18th, A. J. Crawford, of 312 N. 7th Street, St. Louis, Mo., sent an order for three lines classified, amounting to ..	\$39.00
On Thursday, October 18th, E. L. Smith, an ad-smith of Boston, sent an order for four lines classified, amounting to .....	\$52.00
On Thursday, October 18th, the <i>Democrat</i> , of Albion, Ind., sent an order for two lines classified, amounting to .....	\$26.00

In consideration of these orders the persons last named came in for ten free insertions.



On Saturday, October 13th, the <i>Record</i> , of Buchanan, Mich., sent an order for two lines classified, to run every other week, amounting to .....	\$13.00
On Wednesday, October 17th, the Lincoln, Neb., <i>Freie Presse</i> sent an order to run every other week, four lines classified, amounting to .....	\$26.00
On Tuesday, October 16th, the Seattle, Wash., <i>Post Intelligencer</i> sent an order for a full page, every other week, amounting to ..	\$2,600.00
On Wednesday, October 24th, the New York <i>Evening Post</i> sent an order for a full page, to run every other week through the year 1895, amounting to .....	\$2,600.00

These orders secured five free insertions in 1891.



On Friday, October 19th, Clifton Wady, Somerville, Mass., sent an order for 1895 for three lines classified, amounting to .....	\$39.00
On Friday, October 19th, Stanley Day, New Market, N. J., sent an order for 1895 for two lines classified, amounting to .....	\$26.00
On Monday, October 22d, the <i>Home Guard</i> , of Providence, R. I., sent an order for 1895 for two lines classified, amounting to .....	\$26.00
On Tuesday, October 23d, the <i>Times</i> , of Los Angeles, Cal., sent an order for 1895 for two lines classified, amounting to .....	\$26.00
On Tuesday, October 23d, the <i>Southwestern Presbyterian</i> , of New Orleans, La., sent an order for 1895 for two lines classified, amounting to .....	\$26.00
On Tuesday, October 23d, the <i>Illustrated Weekly</i> , of Topeka, Kans., sent an order for 1895 for advertisements, aggregating twelve lines, classified, amounting to .....	\$156.00
On Tuesday, October 23d, Geo. A. Berry, of 919 Locust Street, St. Louis, Mo., sent an order for 1895 for six lines classified, amounting to .....	\$78 00
On Tuesday, October 23d, H. L. Goodwin, publisher of <i>Independent</i> , of Farmington, Me., sent an order for 1895 for two lines classified, amounting to .....	\$26.00
On Wednesday, October 24th, Walter Mayer, of Montfort, Wis., sent an order for 1895 for two lines classified, amounting to ..	\$26.00

In consideration of these orders the persons last named came in for nine free insertions.

**TOTALS:**

Orders surrounded by the border amount to - - -	\$2,912.00
Orders put down since amount to - - -	\$29,536.00
<b>Total, - - - - -</b>	<b>\$32,448.00</b>

**Eight Still Remain out of the Season of Sixteen Weeks.**

Orders coming in now secure eight free insertions. Address orders to

**PRINTERS' INK, 10 Spruce St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

**Issued every Wednesday.** Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

**Newspaper publishers** who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

**Being printed from plates,** it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at five dollars a hundred.

**If any person** who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	20,104 copies
Last issue,	-	21,400 "

NEW YORK, OCT. 31, 1894.

It is now apparent that the first edition of *Printers' Ink Year Book* will have to be twenty-three thousand copies. It may be a good deal more than that, and present indications are that it will be.

It is a sad spectacle to the non-advertising optician to see his rival's store crowded.

CHEAP advertising space is like a cheap suit of clothes, in that it is frequently the dearest.

AFTER dictating your advertisement to a stenographer take up your pen and write it over again in your own fine Italian hand.

ADVERTISING is an alpenstock with which a struggling business boosts itself up the steep declivity of public indifference.

THE *Toledo Blade* claims to have built up the largest "want ad" business in Toledo, simply by advertising for want ads in its own columns.

It is noticeable that the merchant who clings to obsolete methods, or does not advertise, is the one most ready to sneer at the progressiveness of his competitors.

It is something novel to see the New York *Herald* referring editorially to an advertisement which will appear in a future issue of that conservative journal.

If the right kind of article is advertised in the right kind of papers with the right kind of copy, the results can scarcely depend, to any extent, on the element of luck.

AN advertisement should either illustrate some good point in the article advertised, or some good point in the ad smith's remarks.

ONE has only to examine the advertising pages of any established daily or weekly journal to realize that the dull times are over, so far as the newspapers are concerned.

If the Czar of Russia had been in the habit of reading our American newspapers he would have learned of at least forty sovereign cures for those kidney troubles of his.

MANUFACTURERS cannot consistently claim exclusive merit in these times. Judicious advertising may, however, induce many people to believe in the superiority of a line.

ACCORDING to the *Pittsburgh Press*, an undertaker of that city has a notice pasted on the side of a coffin in the window of his establishment, which reads: "Room to let. Inquire within."

BALTIMORE has not a much smaller population than Boston or St. Louis, but the total circulation of Baltimore dailies is insignificant compared with that credited to the Boston or St. Louis dailies.

THE chief difference between a newspaper reporter and an ad writer seems to be that the one tries to put his few ideas into the greatest amount of space and the other to crowd his many ideas into the least possible area.

THE unsuccessful advertiser frequently attributes his failure to ill luck, but if he had been successful he would probably have been mortally offended if any one had hinted that his success was entirely owing to good luck.

THE first few ads are often like the initial blows of an axe upon the trunk of a tree. No matter how sharp the axe, or how hard the strokes, the tree-top never trembles or declines until a succession of blows has been patiently struck.

IN some wells, one bucket descends as the other ascends. While money paid for advertising sinks like the empty bucket, out of sight, its very disappearance insures the procurement of fresh business from the fountain of prosperity.

SAN FRANCISCO is not, by a long way, the fourth American city in respect to population, but in the matter of daily papers it has more than any other city in the country, with the exception of New York, Chicago and Philadelphia.

FIRST the New York newspapers nominated a proprietary medicine man for mayor, then Tammany Hall nominated a dry goods advertiser for city pa, now as the latter has refused to run, a gentleman in the street car advertising business has been nominated.

THERE are many writers in New York who would rather sell an article to PRINTERS' INK for five dollars than to most other papers for twice that sum, for the reason that PRINTERS' INK's pay day for matter accepted happens to fall on the very same day a favorable verdict on it is rendered.

WELL-DRESSED windows and a large sign will draw attention to goods from passers-by. They, however, have little time to stop. The determination of what shall be bought is generally made in the home, and it is this the dealer must reach. He can do so only by using a liberal amount of printers' ink.

NEXT to the London *Times* the New York *Herald* is probably the best known newspaper outside the country in which it is published. While the *Times*, however, owes its reputation chiefly to the quality and character of its editorial matter, the *Herald's* fame is owing mainly to the quality and character of its news.

It is pretty difficult for even the cleverest man to write an ad worth printing while liable to constant interruptions. Even a professional ad smith would not undertake to produce good work under such circumstances. Nevertheless, there are plenty of men in the offices and stores of our various cities and towns who attempt to do so.

AT a recent meeting of the Boston Associated Dailies, consisting of the *Post*, *Transcript*, *Herald*, *Globe Advertiser*, *Record* and *Journal*, it was decided to be legitimate and proper for the publishers, members of the Association, to advertise in newspapers. This is a step in advance, and PRINTERS' INK hopes for an immediate increase of patronage.

IN many cases the inexperienced advertiser not only insists upon using mediums that are comparatively worthless, but as obstinately refuses to utilize many that are specially valuable. He has a hankering after the paper that he used to see in his father's house, and little respect for one established last year, no matter how great a degree of excellence it may have attained.

A MAN from Pocatello, Idaho, recently sent to Salt Lake for some furniture. His local dealer, hearing of this, called on him and said: "I had those same goods. Why didn't you buy from me?" "What, did you have them?" was the surprised rejoinder. "I never thought so; but I saw an ad of the things I wanted in the Salt Lake papers and sent for them." The moral is apparent.

NO NEWSPAPERS of any class lay greater claims to large circulation than those devoted to agriculture, but an examination of the class lists recently published in PRINTERS' INK shows an unusually small percentage of "guaranteed circulations" in the agricultural field, and of the few that were guaranteed upon their publisher's statements, two have already been proved false.

ONE of PRINTERS' INK's advertisers was astonished the other day to receive an order from a merchant doing business in a little town not far from Bombay, in India. That particular subscriber is one of the most studious pupils in the little schoolmaster's class, and he says that the hints he gets from its weekly lectures have quite revolutionized the methods of advertising in the sleepy little antipodal village where he has his place of business.

MR. H. W. QUIMBY, business manager of the Detroit *Free Press*, says that: "The rules of the Detroit Pub-

lishers' Association, of which we are a member, prohibit us from advertising in any of the newspaper directories, under the penalty of a heavy fine." As it is well known that a newspaper directory without advertising patronage would be as impossible as a daily paper under the same conditions, it looks as though there was an intent to starve the directories out of existence.

THE *Daily Local News* of Westchester, Pa., publishes at the head of its page:

**THIS PAPER**  
Has the Largest Circulation of the  
Inland Dailies of the State.

This claim may or may not be true; but no one will deny that the *News* is the prettiest and cleanest paper in the whole State without any exceptions whatever.

THE advertising patrons of *Texas Siftings* can now have their announcements printed in all the colors of the rainbow if they desire. If they want their matter to be red, they have only to give the order to Mr. G. W. Yates, the advertising manager, and he will attend to it. According to Mr. Yates, the process of printing in different hues is quite simple. When an ad is to appear in black and red, an impression is first taken from the type inked black. Then the paper is run over another form containing the type inked red. And there you are.

COMPARING newspaper statistics and census reports concerning the foreign-born population of larger cities it is interesting to note that while the towns having the greatest proportion of foreigners have a greater number of daily papers in proportion to their populations, the total number of newspaper readers in them is, excepting in the case of New York City, relatively small. According to the census reports, Chicago and St. Louis have a much larger proportion of foreigners than Philadelphia and Boston, but they have a larger number of daily journals and a smaller number of newspaper readers.

CONTRIBUTIONS on advertising subjects are wanted at this office. Contributions with sense in them. We pay fifty cents apiece for short items,

if worth printing; rather pay the price for two lines than twenty. Interesting articles of five hundred words, if good, are worth five dollars; we pay half that price for some pretty poor ones. Articles of more than the number of words specified are not worth so much. Little poems are appreciated, advertising jingles. Sense in these is not insisted upon; that would be asking too much. Accepted articles are paid for on day of acceptance, rejected ones are returned promptly if accompanied by stamped addressed envelopes. "Come over into Macedonia and help us."

AT the Brooklyn Club there was recently a reunion of the newspaper men of that city in honor of the safe return of Herbert L. Bridgman, publisher of the *Standard-Union*, from a summer excursion to the Arctic Circle. Among all its newspaper acquaintances PRINTERS' INK knows not one more able, polished, gentle and kindly than this same amateur explorer. Were it necessary to put all other Brooklyn journalists into cold storage that one might remain, we would hold on to Bridgman—on the whole, though, we believe that we would also insist upon keeping with us the handsome W. C. Bryant, of the *Times*. In consideration of being allowed to retain these we would consent to almost anything for the others. It is not possible, however, for all men to be equally desired and appreciated.

WHEN any one questions the accuracy of a guaranteed circulation rating in the American Newspaper Directory, and makes an attempt for the \$100 reward offered in cases where the Directory has been imposed upon by an untruthful report, it becomes requisite, in order to obtain the reward, to furnish such proof as would be considered satisfactory by a grand jury or in a court of law when no defense is set up. Persons intending to enter a claim for the reward do well to take the advice of a local attorney or a business man having experience in such matters. The publishers of the Directory pay the reward cheerfully when a case is made out, but it is not a part of their business to aid in proving a publisher in the wrong, who, so far as they know and would be glad to believe, may be absolutely right.

ACCORDING to Mr. Nathan S. Cohen, advertising manager of the *New York Morning Journal*, one reason why the sales of the New York dailies are greater in proportion to the population than those of any other city in the United States, is because of the non-existence here of what is called the carrier system. Under this system, each district of a city is farmed out to one or more persons who have a monopoly of the sale of one or more of the daily papers in their district. No one else is permitted to purchase at the trade price to sell in that district. In New York, however, any one who has the necessary cash can purchase papers to retail in any locality. This, by stimulating competition among news-venders, increases the sale of the papers. It also makes it easier and less expensive for a publisher of a newspaper to push the sales of his journal.

IS IT "just and equitable" that the publisher should furnish space to the advertiser at less than it costs him? It is true, no doubt, that the value to the advertiser is a very important element of the price of space, but so also is the cost to the publisher, and it is obvious that unless the business can be conducted so as to satisfy both publisher and advertiser it must cease altogether. If the advertiser cannot see that the benefit he derives from advertising is somehow greater than its cost to him, it is true that he will not advertise. But it is not "just and equitable" to stop here. It is no less true that if the publisher finds the advertiser unwilling to pay as much as the cost of the space he will as soon as possible go out of the business of furnishing space, unless he can reduce the cost, and here he at once encounters the broad question of labor unions. Isn't it better for both parties to try to find some bridge over business depression based on mutual concession?—*New York Advertiser*.

#### WANTS.

It is a rather peculiar fact that, in most cases, some one daily paper in every city prints a greater number of want advertisements than all the other local dailies combined. The necessary qualifications for a popular want medium seem to be a large number of

readers and a moderate selling price. The boarding house keeper who yearns for more boarders and the man or woman who needs employment can scarcely reach the most desirable class by advertising their wants in a one-cent paper. On the other hand, employers who require additional help and women who desire to rent two-dollar-a-week rooms can hardly make their wants known to the most desirable class through the medium of a three or five-cent paper. For this reason the most popular want organs in New York, Chicago, Philadelphia, Boston, etc., are two-cent papers.

The various schemes resorted to by many newspaper publishers with a view to securing want ads are pretty good evidence that this class of advertising is extremely profitable. The profit lies not only in the cash received for the insertion of the advertisements, but in the large number of regular subscribers they secure for a paper. Hundreds of boarding-house keepers buy it in order to reply to the board-wanted ads and thousands of out-of-work men and women purchase it in order to respond to the help wants. Hence, want ads, like dry goods announcements, must be a very important factor in increasing a newspaper's circulation, and, therefore, its value as a medium for other kinds of advertising.

#### BETTER AS IT IS.

Ex-Speaker Reed said in this city a few days ago that it was "useless to discuss the new tariff" because it would be impossible for the Republicans to substitute for it a tariff of their own until after the expiration of Mr. Cleveland's term. In his interview at Ann Arbor he goes further. He finds it expedient not only to say that even if the Republicans should be successful in the coming Congressional elections the tariff would not be disturbed "until after 1896, and business would have a chance to revive," but also that, in his opinion, "it would not necessarily follow" that "the return of the Republican party to power in 1896 would mean the re-enactment of the McKinley law." The party, he thinks, "would not make this an issue," and he asks the public to believe that the McKinley Ways and Means Committee, appointed by himself, made a bill that was not what it should have been. Mr. Reed perceives, as some less observant persons do not, that the current reaction against the Democratic party is not a reaction in favor of McKinleyism.—*N. Y. Times*, Oct. 19, 1894.

Whether the above editorial from the *Times* correctly represents the ex-Speaker's position or not, it is exactly the position that he ought to assume. PRINTERS' INK believes that the McKinley foolishness had much more

to do with the panic of 1893 than any influence emanating from silver or Democratic rule; and PRINTERS' INK is just as good a Republican as the Chicago *Inter-Ocean* or the New York *Tribune*. The Republican who wishes to meddle with the tariff any more within the next half a dozen years is seeking an opportunity to commit political suicide.

### ERRORS OF THE MACHINE.

The following paragraph describing the "singular antics" of a storm, serves as a good example of the singular antics sometimes indulged in by type-setting machines. It is clipped from the Albany *Argus*:

#### A HORSE IN THE WRECK.

SINGULAR ANTICS OF THE STORM—LONG DELAYED TRAFFIC.

On Washington avenue, almost directly opposite the upper end of the capitol, an immense tree was struck by lightning. It toppled into the street. As it fell it carried the telephone, electric light and trolley wire down with it. Some of the branches knocked down and imprisoned a house.

This effectually blocked all travel on Washington avenue for the motor cars. A squad of men went at once put to work clearing away.

The branches that held the house down were cut away, and the animal released. It took over two hours to saw up the tree and cart it from the tracks, and repair the wires so the cars could resume their trips.

To the uninitiated it is difficult to understand how such numerous errors can creep into so short a paragraph. The Boston *Transcript*, however, offers an explanation:

"The gibberish," says that paper "that sometimes appears in the middle of a sentence or a paragraph, in newspapers that use the type-setting machines, simply means a space left blank to be filled up in the corrected proof. The compositor throws the type in higgledy-piggledy, just to keep the required space; occasionally the proof is not corrected and so the jargon slips into the newspaper. When one reads that 'John Blank, while a man of great wealth, was nevertheless a hyzmpfel man,' one feels that, though it may be perfectly true, it ought not to be said under the circumstances."

### WORKING ITS WAY EAST.

PROVIDENCE, R. I., Oct. 18, 1894.

Editor of PRINTERS' INK:

A novel scheme of advertising has just been adopted by a newly-opened tailoring establishment in Providence. On the inside of one of their large, front window panes they stuck several pieces of broken glass, so arranging them as to give the impression to those outside that some missile had been shot through the window and left a circular hole about six inches in diameter. The effect of long and irregular cracks was produced by a deft application of greenish ink in streaks. The result

was just what was anticipated. Passers-by wondered, "Who broke that glass?" or said, "Somebody'll have to pay for that," only to find on inspection that it was a delusion. The trick was something new for Providence and drew lots of attention to the window where the goods were being shown.

EDWARD F. GAMWELL.

PRINTERS' INK gives place to the above in the hope of dissuading other persons from sending in similar accounts. This is about the one hundred and eleventh communication that has been received at the office of PRINTERS' INK covering the same subject. It was an original idea once, but must have been worn pretty threadbare by this time.

### A NEWS STAND SALE.

You know or can form a good opinion with a little thought and some inquiry at leading news stands as to which of the weekly papers is most read by the best class of people.

As the above appeared in an advertisement in *Town Topics*, a N. Y. City society journal of a pronounced type, it may have been written by some one attached to the business end of that journal. The news stand sale of a journal is not, as a rule, much of an indication of the actual extent of its circulation. The "best class of people" do not purchase the papers they use at the news stands, but have them delivered at their residences. Many weekly and monthly journals which have enormous circulations have an insignificant news stand sale.

### A GOLDEN OPPORTUNITY.

WATERTOWN, N. Y., Oct. 15, 1894.

Publishers PRINTERS' INK:

I have 111 copies of your publication, PRINTERS' INK, which I would like to dispose of. Can you use them? They date from Vol. 1, No. 1, to Vol. 5, No. 26. They are complete with the exception of two numbers in Vol. 1, seven numbers in Vol. 2, one in Vol. 3, ten in Vol. 4 and 9 in Vol. 5. They are all in good condition. I want to sell them. Make me an offer. H. T. LYMAN,

WATERTOWN, N. Y.

Care R., W. & O. R. R.

### DECIDEDLY NOT.

NEW YORK, Oct. 19, 1894.

Editor of PRINTERS' INK:

On either side of the bridge of the James Slip Ferry is a conspicuous sign which reads as follows:

.....  
 Passengers are forbidden to leave the  
 boat until properly fastened  
 to the bridge.  
 .....

Has the ferry company any right to fasten its passengers up in this way?

A VICTIM.

**WITHOUT FAIL.**

The man stood 'mid his business wreck,  
Whence almost all had fled,  
The sheriff took the little check  
His sale produced, and said:  
"Old fellow, next time just be wise—  
Don't take my words amiss—  
If merchants always advertise  
They'll *never* come to this!"

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent  
extra for specified position—if granted.  
Must be handed in one week in advance.

**SUPERIOR** Mechanical Engraving, Photo Elec-  
trotype Eng. Co., 7 New Chambers St., N. Y.

**PRINTING INK**—Four Cents Per Pound.  
WM. JOHNSTON, 19 Spruce St., New York.

**STAMPS FOR COLLECTIONS**—Send  
for lists. E. T. PARKER, Bethlehem, Pa.

ONE religious journal in the United States  
doubled its circulation since May 1, 1894.  
That journal is the LUTHERAN EVANGELIST, pub-  
lished weekly at Dayton, Ohio. Advertising  
rates and circulation statement furnished on ap-  
plication to THE LUTHERAN EVANGELIST CO.,  
Theo. N. Rupley, Business Manager, Dayton, O.

**Arthur's and  
Peterson's.** **\$100  
PER PAGE**  
for both  
Magazines.

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.

At \$1 PER LINE.

**TAKE AN INCH  
IN  
THE MAYFLOWER  
AND  
GET AN ELL IN RESULTS**

FROM 100,000 SUBSCRIBERS.

**TOLEDO NEWS**

11,300 Daily

**TOLEDO NEWS**

Largest Local Circulation

**TOLEDO NEWS**

Reaches The Homes

**TOLEDO NEWS**

Pays Advertisers

H. D. LACOSTE,  
38 PARK ROW,  
NEW YORK

**Time  
Is Coming**

soon when you will make your lists for

Fall and Winter Advertising.

You want good returns for money in-  
vested. To do this, judgment must be  
used in making selections of good-paying  
mediums.

You lack good JUDGMENT and EXPERI-  
ENCE if you leave

**The National Tribune**

off your list.

Have you ever tried it? It's a paying  
medium, as most general advertisers  
know. Some have been with us ten  
years, which is proof of a good thing.

Can we interest you to the extent of  
an order?

Send your advertisement and let us  
give you an estimate on it, or send for  
rate card.

THE NATIONAL TRIBUNE,  
Washington, D. C.

Branch Office: 66 World Building.  
BYRON ANDREWS, Manager.

## The Housekeeper,

MINNEAPOLIS, MINN.

- CIRCULATES EXCLUSIVELY AMONG -  
WOMEN—USUALLY MOTHERS.

The wants of the children, home and the mothers have to be filled. Women, as a rule, are the buyers, even of farm supplies. A manufacturer of wire fences told us that he had proved this, so far as THE HOUSEKEEPER readers were concerned. He found it one of the best order-bringing mediums he used. Think of the hundred and one wants of THE HOUSEKEEPER'S

**123,000 READERS.**

**HAVE YOU SOMETHING TO  
SELL TO THEM?**

New York Office: 517 Temple Court.  
C. E. ELLIS, Manager.

## The Christmas Numbers

OF THE

**People's Home Journal**

AND THE

**Illustrated Home Guest**

**WILL GO TO PRESS  
NOVEMBER 10TH.**

THE CIRCULATION WILL PROBABLY  
REACH

THREE QUARTERS OF

**A MILLION,**

and there will be

**NO EXTRA CHARGE FOR ADVERTISING.**

For rates and other particulars address

**F. M. LUPTON, Publisher,**

106 & 108 Reade St., NEW YORK.

## The Toledo Blade,

TOLEDO, OHIO.

### THE DAILY BLADE

is the oldest, largest, best, most influential and largest circulation daily newspaper published in Toledo or Northwestern Ohio.

### THE WEEKLY BLADE

has outlived scores of great weekly papers that obtained prominence for a time, and now forgotten. Of the few large circulation weekly newspapers now living, THE WEEKLY BLADE is the oldest and best known. It is an excellent advertising medium.

For rates in either edition, address

**THE BLADE, TOLEDO, OHIO.**

NEW YORK OFFICE,  
33 TRIBUNE BUILDING.

## Vickery & Hill List FOR DECEMBER.

DO NOT FAIL  
TO USE IT  
IF YOU  
WANT YOUR  
CHRISTMAS BUSINESS  
TO BE  
LARGE  
AND  
PROFITABLE.

Inquiries gladly answered from

Home Office, Augusta, Maine,

Or 517 Temple Court, New York City.

C. E. ELLIS, Special Representative.

# The Press,

DAYTON, OHIO.  
ONE CENT A DAY.

## THE BEST ADVERTISING MEDIUM.

THE PRESS goes regularly into more homes in Dayton than any morning and evening paper combined; is read in more stores, offices and business places than any other Dayton paper; its sales at the news-stands, on the street cars and upon the streets are larger than all the other Dayton papers—six in number—combined; its regular circulation in Miamisburg, the second city in the County, is twice as large as all the other Dayton papers combined.

**THESE FACTS  
ARE ALL PROVABLE.**

STUDY THESE FIGURES!  
THEY MAY BE OF INTEREST TO YOU!  
IF SO, WRITE US NOW!  
We can be of service to you in this section of Ohio.

## Circulation This Year!

JANUARY,	135,200
FEBRUARY,	166,420
MARCH,	195,250
APRIL,	210,618
MAY,	248,400
JUNE,	232,100
JULY,	228,340
AUGUST,	229,500
SEPTEMBER,	235,100
<b>TOTAL,</b>	<b>1,880,928</b>
<b>DAILY AVERAGE FOR SEPTEMBER,</b>	<b>9,404</b>

ADDRESS LOUIS V. URMY,

*Eastern Representative, Times Building, New York.*

## California Gold.

There is a good deal of it left in San Francisco.

### Eastern Advertisers

can get plenty of California Gold by using

## The Evening Post.

## The Evening Post

has the largest circulation of any evening paper West of the Rockies. It is a family newspaper and its circulation is principally by carriers to homes . . . . .

NEW YORK OFFICE,  
RHINELANDER BUILDING.

HUGH HUME, Proprietor.  
F. P. BALDWIN, Business Manager.

## *Note the Picture and the Cost.*

Note the picture opposite. It is a page from the New York *Sun*, showing an advertisement sixteen inches long and eleven inches wide.

The schedule rate for inserting such an advertisement one time in the New York *Sun* is **\$896.00**

The schedule rates for inserting the same in some other papers are about as follows :

Best daily in New England, . . .	<b>\$672.00</b>
Best daily in Pennsylvania, . . .	<b>336.00</b>
Best daily in Southeastern States, . .	<b>112.00</b>
Best daily in Texas, . . . . .	<b>144.00</b>
Best daily in Indiana, . . . . .	<b>134.40</b>
Best daily on Pacific Coast, . . . .	<b>280.00</b>
Best daily north of San Francisco, . .	<b>200.00</b>
Best daily in the State of Washington, .	<b>80.00</b>
Best daily between St. Louis and San Francisco, . . . . .	<b>144.00</b>
Best daily in Minnesota, . . . . .	<b>120.00</b>
Best daily between St. Paul and Portland, .	<b>89.60</b>
Best daily west of New York, . . . .	<b>504.00</b>
Best daily in the Southern States, . .	<b>168.00</b>

If you happen to want such an advertisement in any of these dailies, even at one-half the schedule rates,

**OR**

in any other dailies, even down to those which will give the space designated for as little as ten dollars, you should write to

**PETER DOUGAN,**

MANAGER PRINTERS' INK ADVERTISING BUREAU,  
No. 10 SPRUCE ST., NEW YORK.

**DIARRHÆA**

**THE**

**RIPANS**

**TABULES**

They are prepared from a prescription widely used by practicing physicians, as being the most effective cure for Diarrhea, Colic, Constipation, Dysentery, Biliousness, and all disorders of the Stomach, Liver and Bowels. Most all of human life are caused, or aggravated, by a failure of the digestive organs to properly transform food into blood, muscle, and tissue. Years of medical experience have evolved a formula best adapted to the correction of stomach disorders, and to the stimulation of the digestive organs, to a proper assimilation of food.

This remedy is in constant use. **RIPANS TABULES** are simply a new and more approved means of putting it up. They are convenient in form, permanent in excellence, infallible in curing all disorders of the stomach, and diseases arising therefrom.

**ONE GIVES RELIEF.**

PREPARED BY **RIPANS CHEMICAL CO.** 11 Spruce Street, New York.

ON HAND IN BOTTLES OF FIVE.

**B. THEBODA.**

Advertisers will observe that this bold announcement has reading matter on two sides of it. The advertisement really occupies only about half a page, but is probably more conspicuous than a whole page would be. If interested in securing the insertion of similar advertisements in best papers, address

**PETER DOUGAN, Manager Printers' Ink Advertising Bureau,  
No. 10 SPRUCE STREET, NEW YORK.**

[illegible]

If you want your advertisement to stand right out so that no one can fail to see it and read it the first time, so that the effect of your advertising will be immediate, and you may pay your bill and enjoy your profits, if there are any, please come in and talk with Peter Dougan, Manager PRINTERS' INK Advertising Bureau, 10 Spruce Street, New York. The illustrated advertisement here shown from the New York *Mail and Express* conveys the idea.

BALTIMORE AMERICAN—SUNDAY MORNING, OCTOBER 7, 1906.

**ST. JOSEPH'S CHURCH**



**ST. JOSEPH'S CHURCH**




**WHAT TO DO FOR MICHIGAN**

A Young People's Union and What It Means

**MICHIGAN IS FLOODING**

Michigan Is Flooded, and the State Is in a State of Emergency. The State Government has declared a State of Emergency, and the National Guard has been called out.



The page contains numerous other articles and illustrations, including portraits of men and various scenes. The layout is dense with text and images, typical of a newspaper page from that era.

Please notice this reproduction of a page from the Baltimore *American* of Sunday morning, October 7. One-half of the page is an advertisement; the other half is reading matter. Can you tell which is the advertisement? If you want advertisements of this sort inserted in prominent papers, address

**PETER DOUGAN, Manager Printers' Ink Advertising Bureau,**  
NO. 10 SPRUCE STREET, NEW YORK.



**"THE TIMES ARE PICKING UP,"  
AND BUSINESS WILL FOLLOW SUIT IF YOU USE THE  
PROPER METHODS.**

Taking for granted that you are an advertiser, and  
through an oversight are not represented in

## DIE WESTLICHE POST

Is there any good reason for it, when the following  
proven facts are laid before you?

**It is the Largest German Daily West of New York  
and reaches the most desirable class of  
people, viz.: buyers.**

Any information cheerfully furnished by

**WESTLICHE POST ASSOC., St. Louis, Mo.,**

**EDW. L. PREETORIUS,**

BUSINESS MANAGER.

**W. H. KENTNOR,**

ADVERTISING MANAGER.

## A Few Points.

Advertisers desiring a profitable field can find nothing better, perhaps nothing nearly so promising as the State of Washington.

This State has, among other things, HALF A MILLION population. Chief industries are

LUMBERING,	DAIRYING,
COAL MINING,	HOP CULTURE,
AGRICULTURE,	FRUIT GROWING,
STOCK RAISING,	FISHERIES.

SEATTLE is the principal City, with 65,000 people, and they read the

## SEATTLE Post-Intelligencer.

It has double the circulation of any other paper published in the State.

**Daily, 12,000**

**HERE ARE THE  
FIGURES.**

**Sunday, 15,100**

**Weekly, 14,600**

ANY INFORMATION CHEERFULLY FURNISHED BY

A. FRANK RICHARDSON,  
Special Agent,  
13, 14, 15 Tribune Building,  
NEW YORK.

or C. A. HUGHES,  
Eastern Manager,  
93-94 Times Building,  
NEW YORK.

CAN YOU call to mind a publication reaching a good class of homes and having a paid-in-advance circulation in which you can get a lower rate per thousand of circulation or receive better returns from than **The Ladies' World**? A cheaper rate may be found, but not in connection with a circulation that will compare in quality with that possessed by this popular Household Magazine.

December  
Holiday  
Edition.

If household mediums are suited to your advertising you can make no mistake in using **The Ladies' World**, as it offers especially good opportunities for reaching a vast number of well-to-do homes at a very low rate. Its entire free circulation—exchanges, advertisers' copies and sample copies—does not amount to over one-half of one per cent. Write for an estimate.

S. H. MOORE & CO., Publishers, New York.

The  
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400,000  
Copies.

ESTABLISHED 1842.

# THE PITTSBURGH POST.

Daily, Sunday, Semi-Weekly.

## Detailed Statement of Circulation,

SEPTEMBER, 1894.

### DATE. DAILY EDITION.

Sep. 1	41,893
" 2	39,580
" 3	42,063
" 4	41,753
" 5	43,064
" 6	40,948
" 7	40,166
" 8	38,728
" 9	37,930
" 10	37,740
" 11	49,312
" 12	50,534
" 13	42,000
" 14	41,100
" 15	41,180
" 16	41,082
" 17	44,778
" 18	41,074
" 19	41,794
" 20	42,108
" 21	42,946
" 22	42,716
" 23	45,112
" 24	40,626
" 25	41,100
" 26	41,100
" 27	41,100
" 28	41,100
" 29	41,100
Total	1,107,224

### SUNDAY EDITION.

Sep., 1st week	23,968
" 2d "	31,150
" 3d "	34,002
" 4th "	26,528
" 5th "	24,780

Total.....130,228

### SEMI-WEEKLY EDITION.

Sep., 1st week	19,538
" 2d "	19,582
" 3d "	20,512
" 4th "	19,692
" 5th "	19,518
" 6th "	19,516
" 7th "	19,510

Total.....137,668

### AVERAGE.

Daily	44,289
Sunday	26,048
Semi-Weekly	19,667

## JUST FOUR FACTS

demonstrate the value of THE PITTSBURGH POST as an advertising medium.

*First*—It is the only Democratic paper in Pittsburgh.

*Second*—It is the leading Democratic paper in Pennsylvania.

*Third*—It has no rival in Western Pennsylvania, Eastern Ohio and West Virginia.

*Fourth*—It circulates in 125 Counties in the three States named, among a class who buy largely, and whom shrewd advertisers love to cultivate.

New York Office: 85 Tribune Building,  
N. M. SHEFFIELD, Agent.

# ART BLACKS.

---

There recently appeared in the *Press and Printer* an ad of a Boston ink manufacturer, setting forth the fact that he thought printers were paying too much for inks, and that he would remedy this by selling 3 lbs. of Book Ink for \$3.00, provided

## The Check Came with the Order.

---

That Boston man has brains,  
No one can deny the fact;  
Where he got them is equally plain,  
He has stolen some of mine.

There is not now, and  
There never has been,  
Since the world began,  
Any black ink made  
That I cannot duplicate  
For one dollar a pound.

---

Send to Wilson, Wade, Levy, Mather, or anybody you like. Get a sample of the best black ink they can make. Tell them to charge \$2.00, \$5.00, \$10.00, or whatever price per pound they choose. When you get the goods send me a sample of the work you do with it, and 25 cents for a  $\frac{1}{4}$ -pound can, and for that 25 cents I will send you an ink that will do the same work, and if there is a difference in the quality of the work produced, you will admit that mine is better.

Address

**WILLIAM JOHNSTON, Foreman of Printers' Ink Press,  
10 Spruce Street, New York.**

## The mote removed, but——

That there are pressmen who are accorded a subsidy from firms supplying them the ink they use is a fact that is acknowledged and is greatly to be deplored. An instance came to light a few days ago in which one of such pressmen in New York deservedly came to grief. A salesman made him a "present" of a bill with a "V" in the corner, and received an order for a small quantity of ink. A few minutes later, the pressman came into the office, where the salesman and proprietor were talking, and walking up to the latter said: "This gentleman has just presented me with \$5, which I will turn over to you. I have no use for it." The proprietor turned to the salesman, who looked at the pressman a moment, and said: "Why not turn over the 'fifty' you received last week and which you get every month from the firm supplying you regularly with ink? It would perhaps be as well to make the affair complete while you are about it." The denouement was too much for the pressman, and his embarrassment made a denial of little avail.—*Inland Printer* for October, 1894.



These things do not happen to the pressman when the office buys ink of me.

I save pressmen's fees, traveling expenses, collection fees, salesmen's salaries, all by my system of collecting

**CASH** BEFORE SHIPMENT,  
WHICH ENABLES ME TO SELL

**FINEST JOB INKS** in  $\frac{1}{4}$ -lb. cans. Selected colors, four cans for \$1.

**BEST POSTER INK** (any color), in 5-lb. cans for \$1.

**THE VERY BEST NEWS INK**—500 lbs. for \$20, 100 lbs. for \$5, 25 lbs. for \$1.50.

Send order (with check) to

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,**  
**10 SPRUCE ST., NEW YORK.**



The man who, in these times, consents to pay from eight to twenty-five cents a pound for news ink when he can buy a better article of me for four cents—and buys carmine at two dollars an ounce when I will sell him four ounces of the identical stuff for fifty cents, and other Job Inks in proportion, must either be very wealthy or very much under the influence of a pressman who is on excellent terms with the ink manufacturer,

## Brent Good

(of Carter's Little Liver Pills) **says :**

"We consider street car advertising rightly done as a valuable adjunct to our newspaper work, and a first-class medium in itself. Our experience with Carleton & Kissam has been that they thoroughly understand how to properly and honorably conduct their business. We have found nowhere such a perfect system, such a square response for bills rendered and such a novelty as receiving more than we are charged for, that while we have dropped out of some cars, we have increased our line with Carleton & Kissam, and they are now doing nine-tenths of our street car advertising, and our only regret is the other tenth."



**WE HAVE MANY SUCH TESTIMONIALS  
AND HOPE FOR MANY MORE.**



# CARLETON & KISSAM

50 Bromfield Street, Boston.

Postal Telegraph Building, New York.



***9,000 Full-Time Cars--55 American Cities.***

# The Meat in the Egg



## Weekly Courier-Journal

HENRY WATTERSON, Editor.

ISSUES **145,000** COPIES

every week. This is more than any other paper in the Southwest. It is not only the largest but the BEST circulation. The COURIER-JOURNAL is as much a feature of the Southwest as the Mississippi River. For more than sixty years it has been THE paper in the well-to-do families of that section. They believe in it beyond any other, and an advertiser cannot reach them without it. The last issue of each month—October 29th, November 26th, December 31st, January 28th, February 25th—is a special edition of two hundred thousand copies. There are no changes in rates; 75 cents per agate line, with discount on insertions or amounts, from all agencies.



Can You Afford To Stay Out?

**A. FRANK RICHARDSON,**

EASTERN AGENT,

Tribune Building, New York.

317 Chamber of Commerce, Chicago.

Daily, - 30,000  
Sunday, 35,000  
Weekly, 145,000

Make Your  
Money  
Earn Money.

We think you advertise,  
Said the C. N. U.  
You do if you are wise,  
Said the C. N. U.  
But how to reach the West,  
Where results are much the best,  
'Tis a problem leaves no rest,  
Said the C. N. U.

What we'd do if we were you,  
Said the C. N. U.  
Would be to learn if it were true,  
Said the C. N. U.  
That the farmer's open fist,  
And the Western golden grist  
Can be reached best by the list  
Of the C. N. U.

---

## Chicago Newspaper Union,

87 to 93 South Jefferson St.,  
CHICAGO.

10 Spruce Street,  
NEW YORK.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

Chas. A. Jackle, of Herkimer, N.Y., wants to know the best way to advertise the rubber stamps and kindred goods.

I should think that the best method he could pursue would be to make up a mailing list of the business men within the territory he could properly expect to cover and mail them regularly some sort of advertising matter. If his business is large enough he can use a small space in the newspapers to advantage, but he could probably get better results from circulars than from newspaper advertising. The newspaper work would help the circulars, but I believe that direct results would not be likely to come from the paper unless in reply to special price offers. There is only a limited number in the community with whom he can do business, and circulars offer a more direct and concentrated way of reaching them than do the newspapers.

\* \*

PATRICK TOOHEY & SONS.

Established 1876.

HARRISON, N. J., Oct. 17, 1894.

Mr. Chas. Austin Bates, care Printers Ink, New York:

DEAR SIR—Miller & Miller's coal circular is a good one, in fact it is the best I have seen in some time. It seems to fill in all the "want" spots from a consumer's point of view. Miller & Miller have a bonanza if what they say is true. They possess a secret which we and all the other coal dealers in the United States would like to share. If they can order selected coal and obtain it every time, it's a revelation to the coal trade. They must own a railroad to the mines. It's all right I suppose to leave the public under the impression that Miller & Miller sell "carefully selected" coal, but from a dealer's standpoint it isn't exactly true. The wholesale companies are not built on the principle of allowing any dealer to buy selected coal, and I do not believe Miller & Miller can. The question arises, Is it permissible to say what is not true to the letter?

I have been for over four years a reader of PRINTERS' INK and I have failed to find an advertisement—a good one—suitable for a coal dealer. I venture to say that the reason is because it is a hard subject, and is avoided by the ad constructors. I send samples of advertisements which I have put in the local paper. Kindly give your opinion on them.

Yours truly,

MARTIN A. TOOHEY.

Mr. Toohey's letter explains itself.

Not being an expert on coal, I do not know whether he is right, or whether Mr. Miller is right.

If the Miller circular stated anything that was not so, it was a bad circular, no matter what other advantages it might possess. It doesn't do any good to misrepresent things; it never did and it never will.

Mr. Toohey evidently believes this also, as two advertisements he has sent me will indicate:

Established Over  
Eighteen Years.

### TRUTH IN ADVERTISING

Is one of the channels by which the public is led to have confidence in a business man.

We are not selling Coal at or below cost, and the more we sell the more profit we make.

However, we are still in business, selling the best qualities of Lehigh and Plymouth Coal at the lowest possible prices.

The "proof of the pudding, etc.," is that when we once serve a customer we rarely lose him.

An interesting circular, together with prices, is yours for the asking.

### P. TOOHEY & SONS.

Established Over  
Eighteen Years.

### OUR GUARANTEE MEANS

If you buy coal from us, and it isn't exactly what it should be—or what it is represented to be—in fact, if you're not entirely satisfied, we will refund your money and take away the coal.

We are not selling coal at or below cost, nor "cheap" coal of doubtful quality. High-grade coal that has stood the test, to prove its excellent qualities for domestic purposes, is the kind we handle and sell cheap.

Coal carefully screened and put in with care; no dirt, no destroyed lawns and shrubbery, no broken fences, and no battered bay windows.

A single trial asked, inspection and comparison invited.

### P. TOOHEY & SONS.

\* \*

The Arlington Chemical Co., Yon-

kers, N. Y., have published the most striking booklet I have seen this year. I never saw anything at all like it before, and I believe it is the first of its kind.

It is printed on crinkly Japanese paper. The illustrations and decorative drawings are all in Japanese style, and the coloring is in keeping with the designs. The text is a short novelette, which demonstrates conclusively the merits of "Liquid Peptoniods." As a novel, the book is a great success.

I do not know whether it is a good advertisement or not. Nobody can tell that but the Arlington Co., because they probably know whether it has helped them to sell their preparations or not. It is a striking piece of work, and anybody who is interested in advertising will be entertained by it.

\*\*\*

I have received from Mr. Jno. W. Hield, of James Hislop & Co., New London, Conn., a number of his advertisements for criticism.

The ads ought to sell dry goods because they are full of prices. They are set in two columns generally, in pica, with bold face headings.

This heading from one of the ads gives a pretty good idea of the general tenor of almost all of them:

## STRONG ADJECTIVES

Sometimes sell goods, providing the merchandise backs up the adjectives. As a rule we prefer to print the plain facts, trusting to your intelligence and good judgment as to the strength of the bargains offered. Certain causes produce certain effects, just as sure as night follows day. There have been causes at work during the past few months which have had the effect of greatly shrinking the values of seasonable merchandise. As prices are regulated by supply and demand, and the supply being greatly in excess of the demand at this time, the result is that overlaid manufacturers must sell regardless of loss. We have bought freely on the breaks and place the bargains before you as a

## GREAT NOVEMBER OFFERING.

Mr. Hield occasionally indulges in alliteration, and while I do not know that that sort of advertising actually helps to sell goods, it undoubtedly attracts attention and usually provokes a smile.

This has a distinct advantage, because people are more likely to buy when they are in a good humor than when they are not.

Here is a sample sentence: "Pien-tiful pickings pointedly put, possessing

a "price punctured" power, particularly pleasing to prudent purchasers."

The general style of these ads is very much like that of the Wanamaker advertising, although no illustrations are used. The style is conversational, and pleasant little talks lead up to the bargains offered.

When there is an unusually low price made some good reason is given for it. I have found quite a number of the little talks at the head of the price lists in various departments so good that I shall reproduce some of them among the ready-made ads.

\*\*\*

The Fort Fairfield (Me.) *Beaver* sends out a monthly calendar blotter, with a little talk on it about advertising and printing. On the one for October is the following paragraph, which gives an old idea in a very distinct and concise way:

## An Advertisement . . .

If you have a sign over your door, you are an advertiser. The sign is intended to advertise your business to passers-by. An advertisement in a reliable paper is many thousand signs spread over many miles.

You can't carry everybody to your sign, but the Newspaper can carry your sign to everybody.

In contrast with this good advertising is another scheme from the same place. It is an old idea and a bad one. A bundle of cardboard is wrapped up in tinfoil with a paper band around it marked "Chewing gum."

If all the money that is wasted in such things were put into the newspapers the advertisers making the change would be better believers in the efficacy of advertising.

It seems to me that it is a particularly bad idea for a newspaper to use novelties to advertise with, but newspaper publishers have peculiar ideas on the subject of advertising. I once asked Major Richards, of the Indianapolis *News*, why he used enameled tin signs on fences and billboards instead of taking space in the Indianapolis *Journal* and *Sentinel*. He said that using space in the other papers would be an acknowledgment of their value as advertising media, and would be an admission that the *News* did not thoroughly cover the territory. Which reason, I suppose, would be given by the business managers of the other two papers, as they also use signs to advertise themselves.

*For Cloaks—(By J. W. Hield).*

## A Talk About Fall Wraps.

☀ These cool mornings and evenings are suggestive of Fall Wraps. A round dozen of dainty conceptions in jackets for fall wear claim your attention. They are all moderate-priced garments. Don't think there's a garment in your wardrobe that gives you the same percentage of comfort and wear as the light-weight jacket or cape. Is it the

☀ spring or fall season? worn all the time. Is it a cool day in summer, where's my wrap? Is it a warm day in winter and there's call for the wrap? Really, ladies, this is a question for your serious consideration. After having decided that you must have a light-weight wrap of some sort, come in and see ours; the rest is very easy. ☀

PRICES ON THIS LOT:

\$5.00, \$5.75, \$6.75, \$8.75, \$10.00, \$12.00.

*For Shoes.*

## How Big Is a Dollar?

\$ \$



You'll never know till you bring one here and see how much goodness in shoes it will cover.

At \$0.00 and \$0.00 a pair we are selling shoes for both men and women. Good, honest shoes, with very little style about them—all the money is in the wear, and there's lots of it.

*For Stoves.*

## Stove Up?



If not, don't worry. Just leave your order with us. We'll put it up and shine it so your wife can see her face "as in a mirror." Our price will be so cheap that you can double your money by attending to your own business while we attend to the stove.



## And Then



We don't let the stove pipe fall on your head, and spill all the soot on that new carpet and besides we'll please your good wife. This year we sell stove pipe made of best quality of steel at 15c., 20c., 25c., same price as the cheap stuff you buy elsewhere. You will very soon need



## A Fire



And you'd better not delay until the rush,



*For Laces—(By James MacMahon).*

## Lots of LOVELY LACES.

★ That we keep the prettiest and daintiest of laces is admitted by young and old, for we cater for both. Laces used as women only know how enhance the beauty of the simplest gown, and give added grace to the wearer. We are showing the newest and the latest makes and designs, and the medium priced vie with the better ones in beauty and artistic elegance. ★

*For Shoes.*

## The Time to Buy New Shoes



is before the old ones wear out. You can break them in gradually; then wear them a few hours at a time till they are thoroughly fitted to your feet. If you buy them here they don't take much "breaking in," because we fit them so well in the first place.



*For Any Business—(By J. W. Hield).*

## Man

## From Boston,

Here Last Week.



Said his people were going out of business. Had some samples of certain lots of goods that he was anxious to dispose of. At the prices he offered them, it's a wonder they weren't out of business years ago.

Why, the goods cost more to make than we paid for them. You're going to get the benefit though, for they must be sold quick, or we do not accomplish our object.

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## It is Time

To talk about New Fall Goods.

Never was better equipped for that kind of an argument. The store fairly sparkles with them. They have been flooding in upon us for the last month but we have been too busy with special features to give you any general information on the subject. All ready now, though, and glad to enlighten you,

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## Lots of LOVELY LACES.

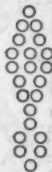
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## WHICH WAY?

**A**LWAYS two ways of doing a thing—an easy one and a hard one, and the easy one is usually the quickest and safest.

So in business. You may climb to prosperity on the winding stairway of incompetently conducted advertising. If you can jump the gaps of broken steps and avoid the rotten railing, may be you'll get to the top, but it will take a long time.

There's a better, quicker, safer way. Write to us about it.

**The GEO. P. ROWELL  
ADVERTISING CO.,  
10 Spruce St.,  
New York.**

